

Shropshire Employment Land Review 2019

On behalf of Shropshire Council

Final Report

December 2019

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For and on behalf of GVA Grimley Limited, trading as Avison Young

Executive Summary

This Employment Land Review (ELR) provides an assessment of employment land supply at the Strategic, Principal and Key Centres in the Shropshire Council area. It provides a market perspective on the suitability and deliverability of employment land and will inform the Local Plan Review (2016-36).

From a strategic perspective we have reached the following conclusions.

1. Given Council growth aspirations and latent market demand in key locations (i.e. the Strategic and Principal Centres) the timing and conditions are right for Shropshire to drive forward their corporate economic growth objectives and bring forward strategic and local employment sites to meet market demand and diversify the economy by drawing in occupiers in higher value sectors that drive economic productivity and retain talent in the County.
2. Reflecting on the findings of this study, the M54 Growth Corridor Study, and other available evidence, it is apparent that employment land opportunities can be divided into three categories: strategic, significant local and other local opportunities.
3. Key locations for strategic employment opportunities include the Strategic Centre of Shrewsbury due to the size, location, prominence and critical mass of existing employment within the town; and/or key nodes on strategic corridors.
4. Key locations for significant local employment opportunities include Principal and targeted Key Centres on strategic corridors, particularly adjacent to existing employment areas and/or at local transport nodes.
5. Key locations for other local opportunities include other Key Centres, in the main adjacent to existing employment areas and/or at local transport nodes.
6. It's time for Shropshire to stop their watching brief, to 'catch up' and drive forward their own ambitious economic growth plans, through delivering a balance of local and strategic employment sites as either future allocations, via policies supportive of appropriate windfall employment development or, in the case of locations within the Green Belt, safeguarding of land for future development.
7. Market evidence indicates latent demand for 'fit for purpose' employment land, particularly within the Strategic and Principal Centres to meet the needs of the modern occupier for both inward investors and local occupiers which will help Shropshire meet their economic growth objectives.

For the settlements we have reached the following conclusions.

- The sites that are most suitable for employment use are, in the main, located adjacent to existing employment areas (where there is a critical mass to support further employment provision) and/or at key infrastructure nodes i.e. adjacent to strategic road junctions/roundabouts, proposed new routes providing clear visibility to passing trade and are in locations that are suitable, market facing and deliverable.
- The majority of sites assessed as being unsuitable for employment use are identified as such due to key constraints i.e. landscape, environmental, flooding, accessibility and unsuitable adjacencies. Some of these sites are potentially suitable for residential or non B class employment uses and we recommend that the Council gives further consideration to this.
- There is sufficient future employment land supply to meet growth aspirations in the Strategic and Principal Centres.
- It is clear that there is both opportunity and demand for the future provision of B-Class employment land in the Strategic Centre of Shrewsbury and the Principal Centres of Bridgnorth, Ludlow, Market Drayton, Oswestry and Whitchurch. This reduces in many of the Key Centres.

- Indeed, in some of the smaller Key Centres, it is likely that there will be no significant demand for B-Class employment uses due to a combination of market demand and viability which constrains delivery. As such non B-Class employment opportunities should be considered as an alternative means of increasing and diversifying employment opportunities.

Having regard to the above conclusions, our recommendations to the Council are that it should do the following.

- Consider market demand, including through an econometric forecast and economic needs assessment, to complement this ELR and to enable the potential future supply of employment land to be compared against demand. This will need to consider the impact of BREXIT on forecast demand, and reflect current market conditions, and will assist in confirming the extent of 'supply' in all settlements.
- Prepare market facing capacity/feasibility studies that provide advice on the likely scale of employment demand in key opportunity areas; on the viability of the proposed scale of development in key opportunity areas; on the financial deliverability of the proposals with consideration given to any 'gap'; on the role of public sector intervention and potential delivery mechanisms; and on the value of development land.
- Undertake a Business Survey to understand the current situation with regard to staff retention/attraction and its impact.
- Give consideration to the potential to use non B-Class employment as a way of diversifying employment opportunities.
- Develop economic, viability and deliverability evidence to assist in the preparation of an exceptional circumstances case for Green Belt release.
- Continue or start a dialogue with landowners/promoters of sites in opportunity areas to confirm the scale of development opportunities and their likely deliverability.

1. Introduction and Purpose of the Report

- 1.1 Avison Young were appointed by Shropshire Council to undertake a comprehensive assessment of potential employment investment locations, and the supply of land in the Strategic, Principal and Key Centres across the Shropshire Council area. In accordance with best practice, this study has focussed on B-Class employment land uses. It has not included an assessment of demand.
- 1.2 This independent assessment was undertaken in the period 2017 to 2019 and provides a market perspective on the suitability and deliverability of employment land in Shropshire. The assessment will inform the preparation of the Local Plan Review (2016-36). The Local Plan Review has drawn upon the objectives of Shropshire's Economic Growth Strategy (2017- 2021).
- 1.3 This assessment has been undertaken in two phases which together focussed on seventeen key settlements (identified in the Hierarchy of Settlements Assessment¹). The two phases comprised:
- **Phase 1** - assessing the employment land supply in Shropshire's Strategic Centre (Shrewsbury); five Principal Centres (Oswestry, Bridgnorth, Market Drayton, Whitchurch and Ludlow); and two Key Centres located within the Green Belt (Shifnal and Albrighton); and
 - **Phase 2** - assessing the employment land supply in Shropshire's nine remaining Key Centres (Bishop's Castle, Broseley, Church Stretton, Cleobury Mortimer, Craven Arms, Ellesmere, Highley, Much Wenlock and Wem).
- 1.4 This Report outlines the findings of this Employment Land Review including conclusions about potential employment investment locations (in the form of 'opportunity areas') and the implications for the identification of additional employment allocations to meet any outstanding employment land supply requirements for the Phase 1 and Phase 2 Settlements. This Report will assist in evidencing the Council's proposed approach to the identification of additional urban employment allocations to provide new employment opportunities to support the urban focus to development in the Local Plan Review.

The Geography of Shropshire

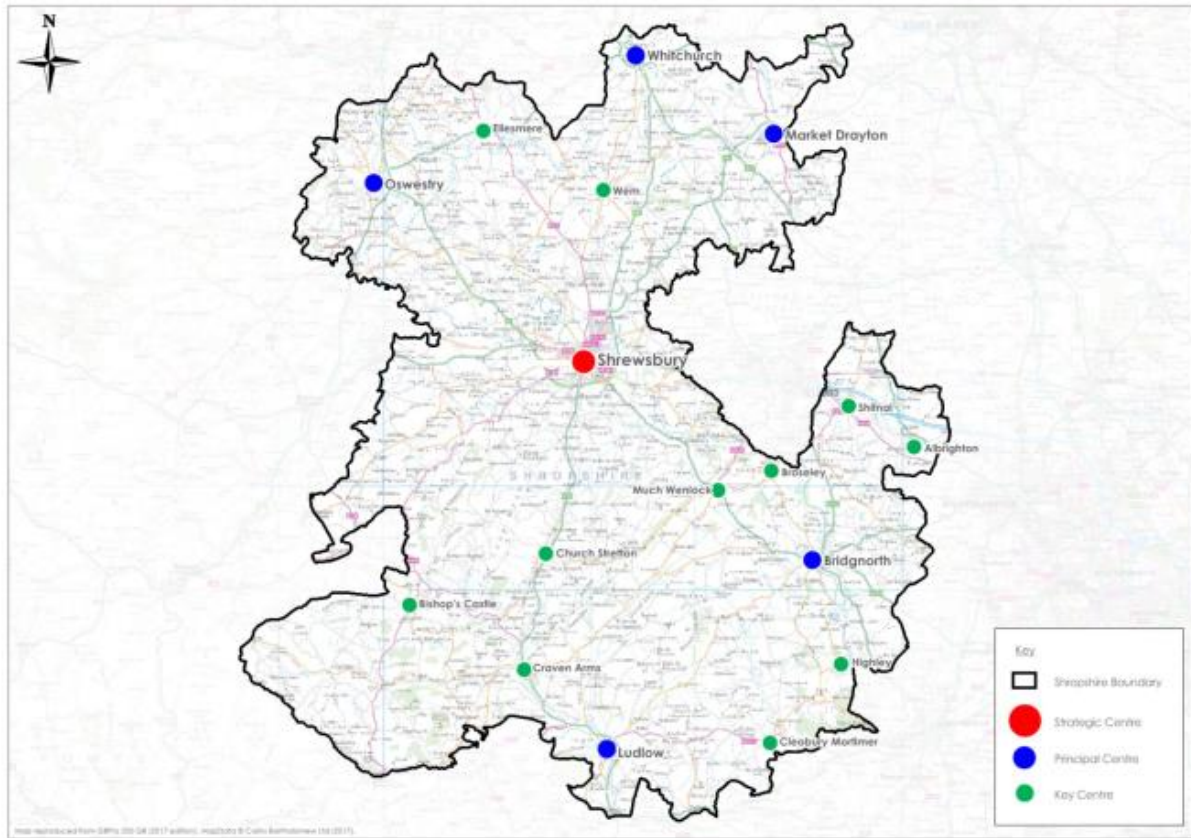
- 1.5 Shropshire is a large rural County, covering approximately 320,000 hectares, 98% of which is classed as rural (containing approximately 40% of the population) and 2% as urban (containing approximately 60% of the population). As a result of its size and predominantly rural nature, Shropshire contains a range of settlement types and sizes.
- 1.6 Shrewsbury as the county town has been identified as a Strategic Centre, it contains about 25% of the total population and is the main commercial, cultural and administrative centre for Shropshire, offering an extensive range of services and facilities and numerous significant employment opportunities which serve both residents and a wide hinterland.
- 1.7 Bridgnorth, Ludlow, Market Drayton, Oswestry and Whitchurch are the five main market towns, identified as Principal Centres, together they contain around 20% of the total population and provide a range of facilities and services and significant employment opportunities for their resident communities and surrounding rural hinterland.
- 1.8 Albrighton, Bishop's Castle, Broseley, Church Stretton, Cleobury Mortimer, Craven Arms, Ellesmere, Highley, Much Wenlock, Shifnal and Wem have been identified as Key Centres and also provide a range of facilities and services and significant employment opportunities for their resident communities and surrounding rural hinterland.

¹ 'Hierarchy of Settlements Assessment' is available at www.shropshire.gov.uk/planning-policy/local-planning/local-plan-partial-review-2016-2036/evidence-base

- 1.9 In addition to the Strategic, Principal and Key Centres, there are hundreds of small rural villages and hamlets, some of which operate as Community Hubs with sufficient services and facilities to meet the day-to-day needs of their resident communities; and numerous dispersed dwellings within a large rural hinterland.

Study Approach

- 1.10 The location of the settlements that we have considered are identified on the plan below.



- 1.11 The sites considered within this assessment are those identified within Shropshire Council’s Strategic Land Availability Assessment (SLAA) 2018 for Shropshire, in each of the 17 settlements which are covered by the study.
- 1.12 In this study, sites with Planning Permission for employment uses (and included in Shropshire Council’s employment land ‘reservoir’ as deliverable or developable), are considered deliverable or developable and as such are not subject to further assessment. This methodology is consistent with the approach used by the Council in their SLAA.
- 1.13 Similarly, sites allocated for employment or employment-led mixed use development within the Local Plan (and included in the Council’s ‘delivery framework’ as deliverable or developable, which informs Shropshire Council’s employment land ‘reservoir’), are considered deliverable or developable within this Study. However, to ensure robustness, those employment or employment-led mixed use allocations not subject to a Planning Application (as at 31st March 2017) have been re-assessed within this Study.
- 1.14 For clarification, sites with Planning Permission for residential use, or that are allocated for residential uses (as at 31st March 2017), are also not considered within this assessment.

- 1.15 For each settlement we took the following approach to the assessment of employment land supply.
- Preparation of a standard proforma for site assessment at the Opportunity Area scale (see completed proformas at Appendix 1);
 - Using a base map provided by the Council that is aligned with the current Local Plan (providing the location of existing housing, employment and mixed-use allocations, Sustainable Urban Extensions (SUE's) and protected employment sites), we added the findings of our assessments which incorporated the identification of Opportunity Areas in each settlement and our recommendations in three sub-categories (Categories A, B and C). The general characteristics of sites within the three sub-categories are defined below.

Approach to Assessment

- 1.16 The assessment of the suitability, developability and deliverability of each site has been based on a consistent set of assessment criteria agreed with Shropshire Council. The assessment may be characterised as 'high level', which is entirely appropriate for a study of this nature, which is intended to inform and support the Local Authority's decision-making on (i) the most appropriate locations within the settlement hierarchy for the allocation of employment land, and (ii) the relative merits of alternative areas and locations at those key locations.
- 1.17 The assessment has been two stage, starting with a review by the local authority of the suitability, availability and achievability of each site based on submissions to the SLAA (noting that some SLAA submissions are supported by more evidence than others). This has been supplemented by the carrying out of site visits, and consideration of the additional matters that are included on the site assessment proforma (see the Appendices). Those matters have been scored on the proforma, based on judgment and desk-top research, but with no weighting of any factor relative to any other factor. The assessment considers the attributes of each site in isolation, and is not set up so as to enable a relative merits assessments of sites relative to each other on the basis of either a total or weighted score. In summary it comprises a high level audit of the performance of each site against a series of standard assessment criteria.

Sub-Category Definitions

- 1.18 The conclusions about the suitability, developability and deliverability of the potential sites in this Employment Land Review to accommodate B-class employment uses are based on a strategic, qualitative assessment of the sites informed by a policy-off, market appraisal of their investment potential. The conclusions about the suitability, developability and deliverability of the potential sites are divided into three categories which are:
- **Category A:** Sites that are in sustainable locations which the market is expected to regard as attractive investment prospects, being assumed to be viable for development, and largely free of any significant environmental and/or technical constraints.
 - **Category B:** Sites that are in generally sustainable locations which the market might regard as reasonable investment prospects, subject to the degree of environmental or technical constraints that are to be addressed, and their effect on the viability of the sites for development. For example, the need for remediation or demolition of previous land uses, the need for investment in infrastructure provision, or the need to improve the accessibility or prominence of the site. Identification of sites as Category B sites may indicate their potential suitability for consideration as part of a future, planned approach to the growth of a settlement.

- **Category C:** Sites that are not considered to be suitable for employment use, because they are in locations considered to be less sustainable for these uses, they are substantially affected by environmental and/or technical constraints, and/or are less likely to meet market requirements for employment development.

1.19 The conclusions about the suitability, developability and deliverability of the potential sites will be subject to the findings of further detailed site assessments or technical evidence undertaken as part of the Local Plan Review.

Opportunity Areas

1.20 Whilst each site was assessed individually against the pre-agreed criteria, sites were then grouped into 'opportunity areas' according to a sensible assessment of those sites which possess similar locational and/or environmental and technical attributes. The 'opportunity areas' were also identified from a market perspective based on the physical boundaries of groups of sites and the key adjacencies of the sites within these groups.

1.21 This approach was adopted to be consistent with the strategic nature of the study, which is intended to support the Local Authority in its plan-making processes, but is not intended to make recommendations on the allocation of specific sites. It also avoided reaching conclusions and making recommendations based on ownership boundaries.

1.22 For this reason, it should be noted that each site has been assessed individually, and each is identified individually on the Settlement Maps in this Report and its Appendices. The proforma, however, group sites together into the identified opportunity areas.

Structure of Report

1.23 Section 2.0 of this Report considers the relevant Planning and Economic Context to the Study.

1.24 The Report then goes on to consider employment land supply at each settlement. The Phase 1 Settlements comprise the Strategic Centre of Shrewsbury, which is considered in Section 3.0, and the Principal and Key Centres which are considered in Sections 4.0 to 10.0. The Phase 2 Settlements are considered in Sections 11.0 to 19.0.

1.25 Our overall summary, conclusions and recommendations are set out in Section 20.0.

2. Planning and Economic Context

The Local Plan

- 2.1 The adopted Local (Development) Plan for Shropshire Council covers the plan period between 2006–2026. It consists of a series of documents setting out both higher level strategic policies and detailed policies and specific proposals to guide development. The adopted Local Plan documents are:
- Core Strategy DPD (2011);
 - Site Allocations and Management of Development (SAMDev) Plan (2015); and
 - Any adopted formal Neighbourhood Plans.
- 2.2 The Shropshire Core Strategy identifies overall development requirements and sets out the Council's vision, strategic objectives and broad spatial strategy to guide future development and growth in Shropshire to 2026. The SAMDev Plan seeks to deliver the Core Strategy, through identification of deliverable sites for development and policies to appraise development proposals.
- 2.3 Adopted formal Neighbourhood Plans (NP's) form part of the Local Plan and provide a community-led framework to guide future development and growth within the specified Neighbourhood. The scope and detailed content is locally tailored. Currently there are three adopted NP's in Shropshire, these are for Shifnal, Much Wenlock and Woore. A number of other communities are also currently progressing NP's in Shropshire.
- 2.4 The strategic objectives identified within the adopted Local Plan include:
- Supporting the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent jobs, education and training, multifunctional open space and the countryside, healthcare, leisure, cultural, shopping and other facilities and services, and the provision of infrastructure, to meet their needs;
 - Developing the roles of Shrewsbury as a sub-regional centre, and Shropshire's Market Towns and Key Centres as more sustainable and self-sufficient settlements, providing the main focus for new housing, employment and infrastructure development and the preferred location for a range of services and facilities to serve the wider needs of their respective hinterlands;
 - Rebalancing rural communities through the delivery of local housing and employment opportunities appropriate to the role, size and function of each settlement, or group of settlements, ensuring that development delivers community benefit;
 - Promote sustainable economic development and growth by providing a flexible and responsive supply of employment land and premises, and the development of further/higher education and training opportunities, to support business development, satisfy the changing needs and demands of the Shropshire economy, promote inward investment, and help generate skilled, well paid employment opportunities; and
 - Support the development of sustainable tourism, rural enterprise, broadband connectivity, diversification of the rural economy, and the continued importance of farming and agriculture, ensuring that development proposals are appropriate in their scale and nature with the character and quality of their location.
- 2.5 The adopted Local Plan also identified an employment guideline of around 290 hectares of employment land over the plan period with around 31% in Shrewsbury; 45% within the Market Towns and Key Centres; and around 24% in the rural area.
-

- 2.6 Within the adopted Local Plan, Policies CS13 and CS14 of the Core Strategy and Policy MD4 of the SAMDev Plan address the provision of employment development. They seek to plan positively to develop and diversify the Shropshire economy, supporting enterprise, and seeking to deliver sustainable economic growth and prosperous communities. They also recognise the importance of a strategic supply of employment land as a key resource to encourage and support economic development and prosperity within the local area. Notwithstanding this, the Local Plan seeks to prioritise the delivery of sites identified within the settlement hierarchy, to ensure there is an employment land 'reservoir' providing at least a 5 years supply of readily available land for development.

Local Plan Review

- 2.7 Shropshire is currently undertaking a review of the Local Plan. The purpose of the review is to allow the consideration of updated information on development needs within the County; reflect changes to national policy and local strategies; to extend the Plan period to 2036; and to provide a plan which will help to support growth and maintain local control over planning decisions during the period to 2036.
- 2.8 Maintaining an up to date Local Plan will support local growth by generating certainty for investment in local development and infrastructure through a policy framework that establishes an up to date and objective assessment of development needs and supports sustainable development in Shropshire during the period to 2036.
- 2.9 The Local Plan review is informed and underpinned by an extensive evidence base. This Employment Land Review (ELR) will form part of the evidence base for the ongoing review of the Local Plan.
- 2.10 Thus far, there have been four stages of consultation on the Local Plan Review. These were:
- The Issues and Strategic Options Consultation;
 - The Preferred Scale and Distribution of Development Consultation;
 - The Preferred Sites Consultation; and
 - The Strategic Sites Consultation
- 2.11 The key proposals of the ongoing Local Plan Review are:
- 'High' housing growth of 28,750 dwellings, equivalent to an average delivery rate of 1,430 dwellings per year for the whole of Shropshire;
 - Existing housing completions, commitments and allocations amount to around 18,500 dwellings, so the net additional housing now required is around 10,250 dwellings;
 - Balanced employment growth to deliver around 300 hectares (ha) of employment development at an average rate of 15ha of employment land per year;²

² 'Balanced employment growth' seeks to positively influence our economic performance in Shropshire. The aim is to deliver a sufficient scale of employment land to provide enough jobs to achieve a sustainable balance with the preferred housing requirement. It also seeks to achieve a significant 'step change' to the economic structure and performance of the Shropshire economy to support the Shropshire Economic Growth Strategy. This will be achieved through the range, choice and location of the new employment land to be provided in the revised Local Plan.

- The existing employment land supply amounts to 223ha, giving a net requirement for around 80ha of new employment land. However, this is a minimum requirement and some additional land over and above this minimum is likely to be needed;
- An 'Urban Focused' distribution of development: - Shrewsbury – around 30% - Principal Centres – around 24.5% - Key Centres – around 18% - Rural Areas – around 27.5%; and
- Development at strategic sites such as Ironbridge Power Station and Clive Barracks, and potential new Garden Village settlements in strategic locations.

2.12 Preferred sites and appropriate windfall allowances have been identified for the Strategic, Principal and Key Centres considered within this study and the proposed Community Hubs, which are the more sustainable rural settlements identified through the Hierarchy of Settlements Assessment.

Economic Growth Drivers

2.13 Shropshire's Economic Growth Strategy 2017-2021 identifies a commitment and ambition to improve the investment potential of the County and to increase the productivity of the Shropshire economy. Shropshire Council is also working with the Marches Local Enterprise Partnership (LEP) to prepare a Local Industrial Strategy similar to the collaboration between the West Midlands Combined Authority and their LEP, both of whom intend to explore and improve the performance of their administrative areas in relation to the five foundations of productivity, identified in the UK Industrial Strategy.

2.14 The economic growth vision for Shropshire is "to be the best place to do business and invest, renowned for its pool of local talent and expertise" and to "strive to maximise economic potential and increase productivity by fully utilising the benefits of the special environment and high quality assets".

2.15 The strategy identifies six priority actions, these are to:

- Target actions and resources where there are economic opportunities;
- Enable businesses to start, grow and succeed;
- Deliver infrastructure to support growth;
- Meet skill needs for businesses and peoples aspirations for work;
- Promote Shropshire to investors; and
- Build our reputation as a Council that is 'good to do business with'.

2.16 A key objective within the Economic Growth Strategy is to prioritise investment along strategic corridors and growth zones, utilising existing road and rail connections. The strategic corridors are:

- Eastern Belt M54/A5/A41/A464/A5 and A454/A458, supporting Shropshire's links to the West Midlands region and the role of the West Midlands Combined Authority, including opportunities around Bridgnorth as a Principal Centre within the context of the ongoing Green Belt Review;
- A5 West corridor, including the Principal Centre of Oswestry as Shropshire's second largest market town;
- Central Shropshire, focussed primarily on opportunities in Shrewsbury as the County Town and Strategic Centre;
- North East Shropshire and the A41 corridor; including Whitchurch and Market Drayton, and also supporting opportunities connected to the delivery of HS2 in the latter half of the Plan period (from 2026-2036); and
- A49 corridor, including the settlements along the A49 and especially opportunities around Ludlow as the key historic, market town.

- 2.17 It is apparent within the Economic Growth Strategy (2017-2021), that there is a clear intention from the Council to increase economic productivity and to deliver a 'step change' in Shropshire's economic growth potential.
- 2.18 A number of sectors are performing well in Shropshire and have the potential to attract other businesses to invest in the County. In partnership with the Marches LEP, Shropshire has recognised six existing sectors which have particular future growth potential and are seen as key drivers for developing Shropshire's economic growth and productivity profile:
- Advanced manufacturing including engineering, agri-food and agri-tech;
 - Food and drink processing;
 - Health and social care;
 - Visitor Economy (and heritage based businesses);
 - Environmental science and technologies; and
 - Creative and digital industries
- 2.19 Shropshire has already provided a good portfolio of employment land principally serving a larger 'industrial' market but with a significant focus on 'office' development, primarily in Shrewsbury but also in the Principal Centres. Shropshire's economic profile is predominantly made up of small businesses and these dominate the local economy in terms of the proportion of employment provided. The 'service' sector also accounts for three quarters of jobs; but agriculture and manufacturing also employ higher than the national average share of the workforce. This shows that whilst Shropshire has a stable economy, a 'step change' is needed, particularly to promote 'fit for purpose' employment land and premises that will meet the requirements of modern occupiers, particularly those in the six key growth sectors identified in the County. The most attractive locations, for businesses are those close to existing employment sites and this helps to drive the critical mass of existing investment locations and also highlights that those areas close to key arterial routes and transport/service centres with their obvious locational advantages offer the greater potential for investment and growth.

Changing the Economic Geography

- 2.20 Shropshire is a diverse county in relation to its landscape, topography, settlement type and character and provides a range of attractive living environments in terms of the choice of location, settlement, opportunity, lifestyle and accessibility and as such is a desirable location to live. There are some affluent areas of the County, including eastern parts of the County, which benefit from strong transport links and proximity to employment opportunities. Parts of the County are also very attractive to retirees. In these locations, these factors have led to issues of affordability and lower levels of local employment retention and productivity. Affordability issues in other parts of Shropshire are influenced by other factors such as relatively low incomes and high levels of demand.
- 2.21 The reasons for Shropshire's comparatively poor economic productivity are well rehearsed as the economy is centred around lower value GVA (gross value added) sectors such as agriculture and tourism with employment in higher GVA sectors being relatively low. Whilst some reduction in employment is expected in traditional manufacturing industries other areas of manufacturing and engineering are expected to grow i.e. aviation. Shropshire will need to identify and create further economic opportunities and provide the employment sites necessary to attract and retain investment in order to counter any reduction in employment within our traditional manufacturing industries and to sustain and develop the opportunities and growth potential that is created within the County.
- 2.22 Anecdotal evidence provided via engagement with key stakeholders suggests that some local businesses are struggling to attract local staff due to the high property prices and affordability concerns preventing potential employees from living locally. This evidence is being tested by the Council through the Shropshire Business Survey (2019). That said the area has a low level of unemployment and a skilled but ageing population, but nevertheless these factors, in part, may be constraining economic growth. If so they will need to be addressed to bring about a 'step change' and by tapping into the County's unrealised potential i.e. the provision of suitable skilled jobs to attract younger, skilled migrants and to retain local graduates.
- 2.23 Taken together these factors have, in part, led to difficulties of both working and living in the area with the County experiencing high levels of out commuting as working age people seek employment in neighbouring areas providing a greater variety and availability of jobs. These are key issues that need to be addressed to retain working age people in the area through the provision of a range of employment types/levels/skills and a balanced portfolio of affordable homes.
- 2.24 Over the last ten years, the economic geography of Shropshire's neighbouring authorities has started to change following investment in strategic employment locations targeting investment in key growth sectors i.e. automotive, advanced manufacturing and engineering and attracting both national and international occupiers. Of particular relevance are the impact of development sites in the adjacent local authority areas of Wolverhampton, South Staffordshire and Telford i.e. the i54 Business Park, Wolverhampton, at junction 2 of the M54, the T54 investment hub, Telford, located at junction 4 and the proposed West Midlands Interchange employment area linked to the West Coast Mainline in close proximity to the proposed link from the M54 to M6 Junction11. These strategic opportunities may also exist in specific locations within Shropshire locations benefiting from key infrastructure nodes (i.e. adjacent to strategic road junctions/roundabouts that are visible to passing trade and in proximity to other strategic opportunities which can create critical mass) and could complement the planned local growth associated with existing settlements. These matters have been considered in the separate M54 Growth Corridor – Strategic Options Study (June 2019) prepared by Avison Young on behalf of Shropshire Council.

- 2.25 Shropshire wishes to work with its neighbouring local authorities to drive forward and achieve success with their ambitious economic growth agenda for Shropshire.
- 2.26 Shropshire Council has a clear corporate objective to deliver economic growth through increased productivity and bringing forward employment sites, which needs to be set within the context of the Local Plan Review which is advocating a balanced growth of employment and residential development.
- 2.27 In accordance with sustainable development principles, Shropshire is looking to bring forward strategic sites that offer both housing and employment development of a scale sufficient to drive this growth agenda. Such sites will look to meet the needs of the County and could also look to accommodate shortfalls in both employment land provision identified in the Black Country Authorities employment land review and in their submissions to Shropshire Council and also strategic housing sites as articulated in the Land Commission Study report prepared to assist the planning of urban areas within the Combined Authority area.
- 2.28 We turn now to consider the outcome of the assessments of employment land supply for the Strategic, Principal and Key Centres across Shropshire.

3. Shrewsbury

3.1 This section provides an overview of the key findings from the assessment of employment sites in and around Shrewsbury. The preferred development strategy identified within the ongoing Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

3.2 Table 3.1 provides information on the employment land requirement identified for the Strategic Centre of Shrewsbury in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Shrewsbury with the preferred housing guideline figure for 8,625 dwellings for the period between 2016 and 2036.

Table 3.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	91
Commitments and allocations as at 31st March 2017 in Preferred Sites document*	41
Employment land shortfall	50
Employment land to be allocated	65
Balance/Windfall allowance	0

Source: Shropshire Council 2019

* Of these commitments and allocations, 14ha of land is re-considered within the SLAA.

Please Note: Figures are rounded to whole numbers.

3.3 In the preferred development strategy of the ongoing Local Plan Review, Shrewsbury is identified as the County's Strategic Centre, and therefore has a particularly important role in supporting the County's housing and economic growth aspirations to 2036. The Council wish to encourage new development, infrastructure and investment and to plan for future sustainable growth by promoting development opportunities on a mix of sites within and around the town.

3.4 Having taken into account existing development commitments the Council considers there is a need to deliver 50 hectares (gross) of additional employment land up to 2036.

3.5 The Local Plan will support achievement of these development guidelines by:

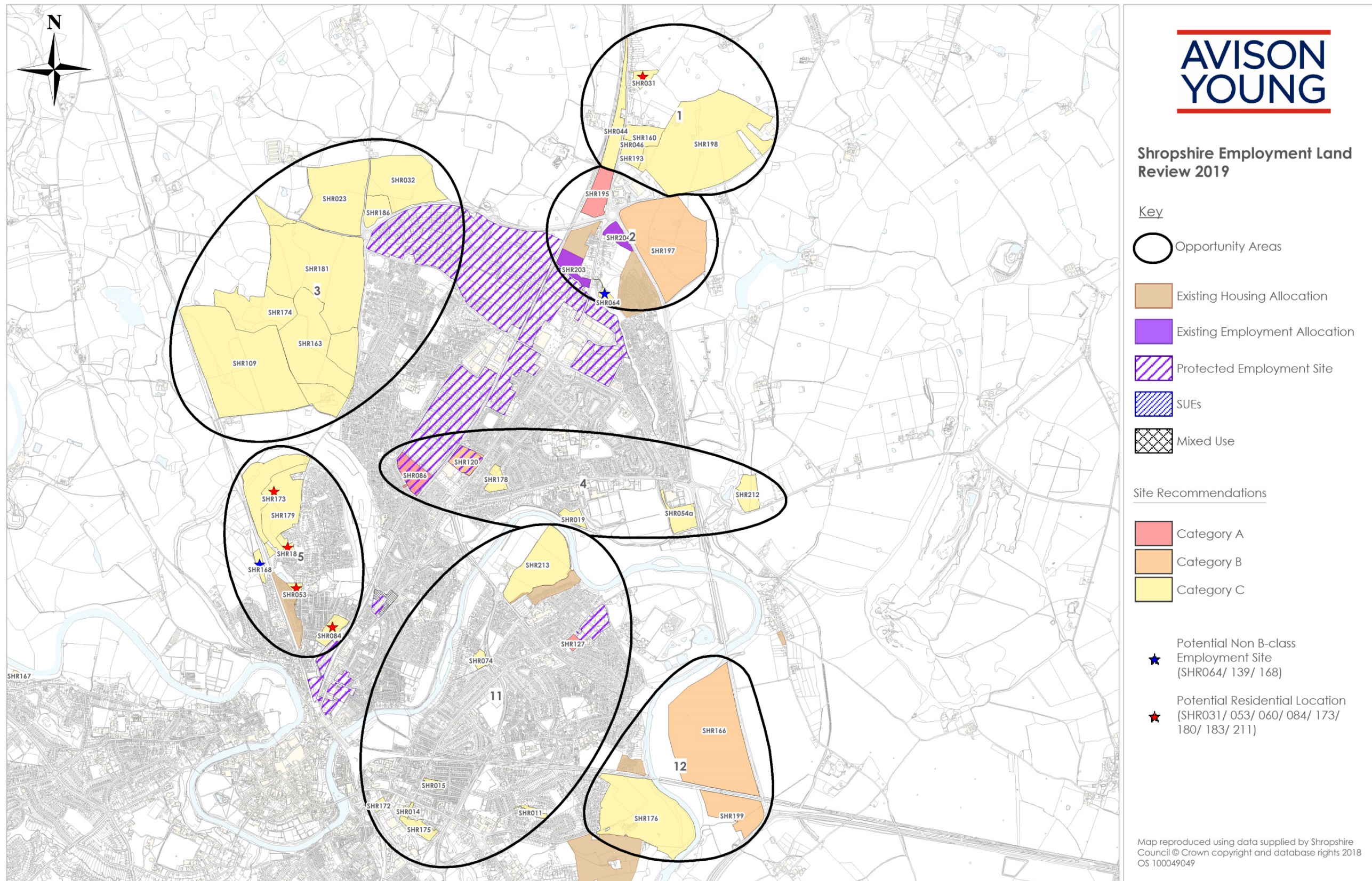
- Releasing significant areas of new land for development on the edge of the town;
- Utilising opportunities to redevelop existing development sites, particularly in the and around the town centre; and
- Ensuring that new development is sustainable and responds to opportunities to deliver enhancements to design quality, green infrastructure and enhancing connectivity and movement.

3.6 The Local Plan Review will set the scale of growth for the town and identify site allocations to support the delivery of the development strategy for Shrewsbury. A number of material considerations will influence the development strategy, in particular the final version of the Shrewsbury Big Town Plan which has been prepared to support the aspirations of Shrewsbury Town Council, Shrewsbury's Business Improvement District (BID) and Shropshire Council to establish a shared vision and development framework for the County town.

Summary of Findings

3.7 We provide overleaf a plan showing our site recommendations for Shrewsbury's employment land supply moving forward.

Figure 3.1: Type and Location of Employment Land, Shrewsbury



Shrewsbury (North) - Site Recommendations

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Shropshire Employment Land Review 2019

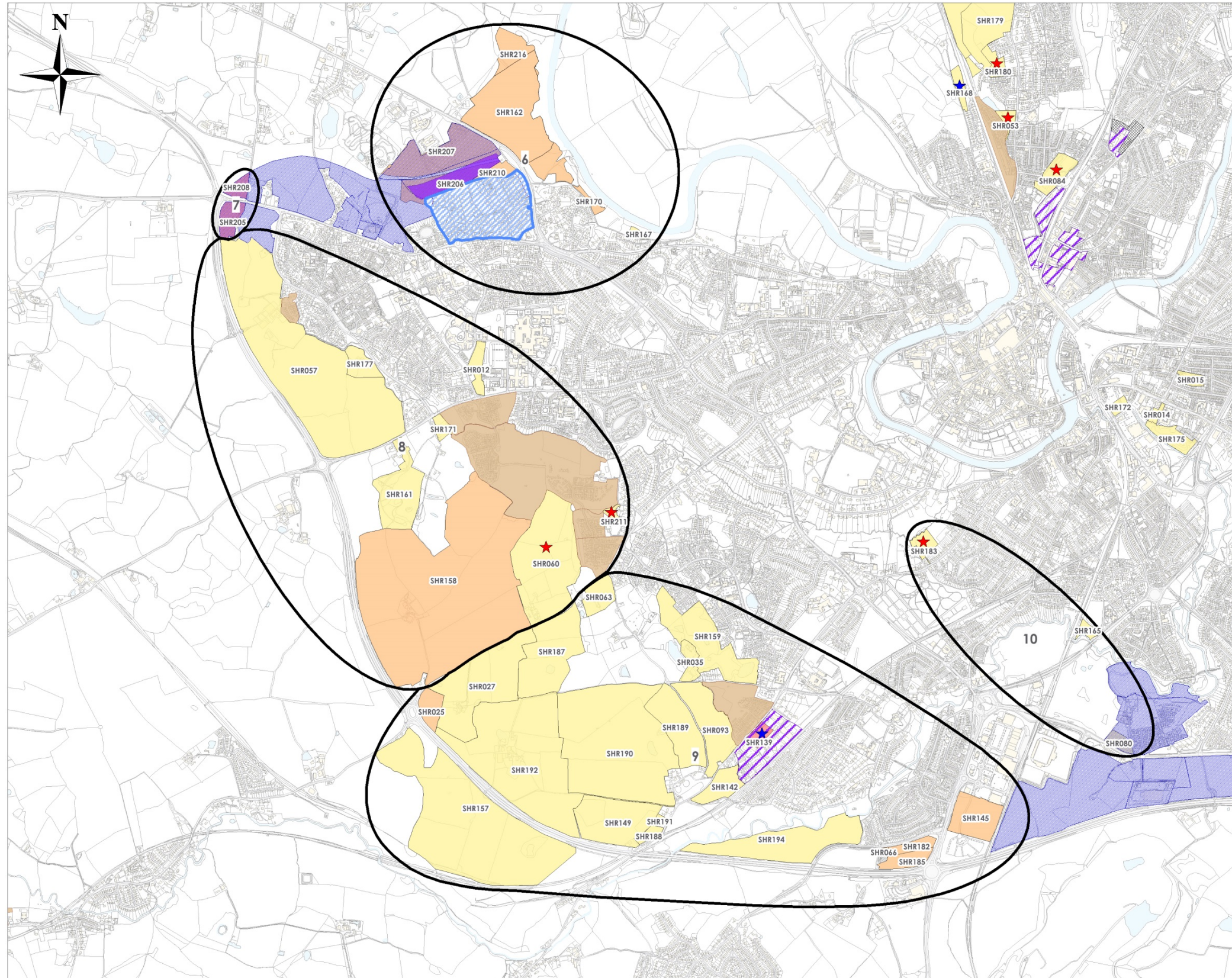
Key

- Opportunity Areas
- Existing Housing Allocation
- Existing Employment Allocation
- Protected Employment Site
- SUEs
- Mixed Use

Site Recommendations

- Category A
- Category B
- Category C
- Potential Non B-class Employment Site (SHR064/ 139/ 168)
- Potential Residential Location (SHR031/ 053/ 060/ 084/ 173/ 180/ 183/ 211)

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Shrewsbury (South) - Site Recommendations

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- 3.8 The assessment of employment land supply in Shrewsbury identified 12 Opportunity Areas each of which contain a number of sites shown in Figure 3.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 3.1 using the colour coded legend presented on the map.
- 3.9 Table 3.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Shrewsbury that has been identified in the study. Table 3.2 shows how the sites in Figure 3.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Shrewsbury identified in Table 3.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 3.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	27
Category A land suitable for employment use (from ELR) ²	19.5
Category B land (from ELR) ²	234.5

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 3.10 The ongoing Local Plan Review identifies a preferred employment land guideline for Shrewsbury between 2016 and 2036 (Table 3.1) of some 91ha
- 3.11 The findings of this ELR, presented in Table 3.2, conclude that from the sites assessed 19.5ha of land is considered suitable for employment uses, some of which would supplement the further 27ha of employment land available within the town and which are recorded as commitments/allocations not considered within the ELR in Table 3.2. A further 234.5ha of land within Category B is deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36).
- 3.12 Figure 3.1 shows that there are numerous potential employment sites providing both strategic and local employment opportunities throughout the town. In summary:
- There is potential to release significant areas of new land for development on the edge of the town in key Opportunity Areas 2, 6, 7, 8, 9, and 12 where there are opportunities on:
 - a selection of gateway sites at key infrastructure nodes/adjacent to key junctions of the A5 and A49 offering good visibility from the highway which is attractive to occupiers, and
 - sites in other locations that are also attractive to the market and suitable for development;
 - Expansion of existing/already established employment areas providing further critical mass and an identifiable employment destination including infill/redevelopment with particular opportunities in Opportunity Areas 2 and 4; and

- Sites in Opportunity Area 3 could be brought forward if the proposed Shrewsbury North West Relief Road is delivered as these sites would be located adjacent to the new highway and at key nodes on its route which will be attractive to the market due to the accessibility and prominence of the sites.

3.13 In Shrewsbury, the potential pipeline of employment land is strong with a lot of sites identified within Category B. This generous supply of land includes sites with the potential for both strategic and local employment provision and will provide a sufficient quantum of employment land to assist the Council to fulfil its ambitious growth plans in the Shropshire Economic Growth Strategy which are being expressed in the Local Plan Review. However, balancing the potential demand from a range of land uses for these pipeline sites will be an important objective for the Council. Clearly many of these sites will be attractive to other forms of development, including residential, which are likely to be able to secure the land for development due to the enhanced viability of these other uses.

4. Bridgnorth

- 4.1 This section provides an overview of the key findings from the assessment of employment sites in and around Bridgnorth. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 4.2 Table 4.1 provides information on the employment land requirement identified for the Principal Centre of Bridgnorth in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Bridgnorth with the preferred dwelling guideline figure of 1,500 dwellings for the period between 2016 and 2036.

Table 4.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	16
Additional provision to address local circumstances	12
Commitments and allocations as at 31st March 2017 in Preferred Sites document*	12
Employment land shortfall	16
Employment land to be allocated	16
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

* Of these commitments and allocations, 12ha of land is re-considered within the SLAA.

Please Note: Figures are rounded to whole numbers.

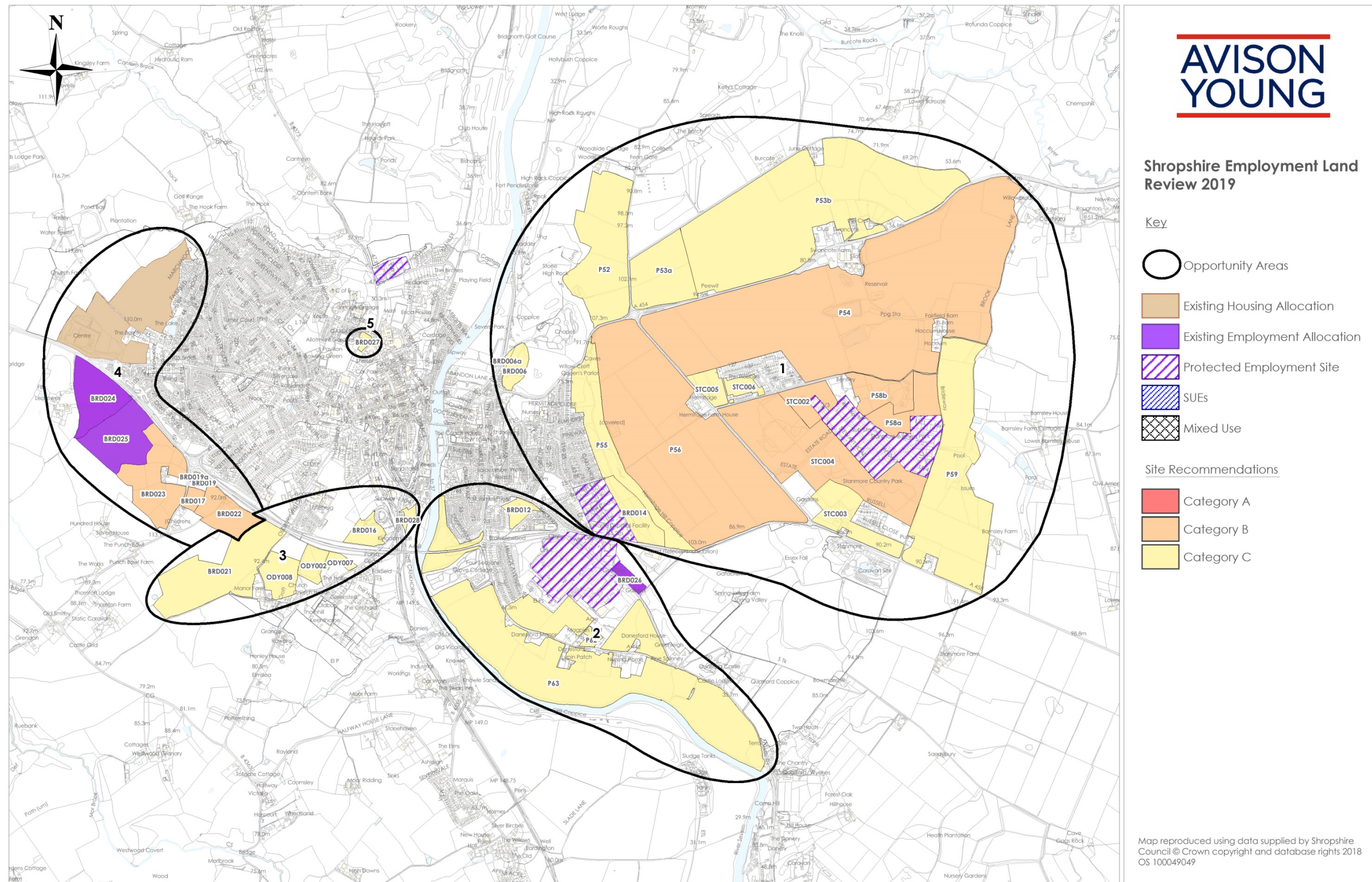
- 4.3 In the preferred development strategy of the Local Plan Review, Bridgnorth will act as a Principal Centre and contribute towards the strategic growth objectives in the east of the County. It is expected that Bridgnorth will continue to explore ways in which it can effectively fulfil its role as the second largest principal centre in Shropshire. Bridgnorth needs to address a structural imbalance between the provision of new housing and the employment opportunities in the town in particular, there is a requirement for significant, additional employment land to provide for the growth of existing business and for new business investment in the town. In response to these issues, Shropshire Council therefore proposes to identify additional employment land capable of delivering a further 12 hectares of employment floorspace totalling 28 hectares.
- 4.4 The Local Plan will help to secure a better balance between housing and employment by providing for around 1,500 dwellings and an additional provision of at least 16 hectares of employment land between 2016 and 2036.
- 4.5 The issues that challenge the future growth of Bridgnorth were identified in the in the Examination Report on the SAMDev Plan. The Report stated that, "*Bridgnorth is the second largest of 5 market towns in Shropshire and is located on the western edge of the West Midland conurbation. It therefore offers considerable potential to attract investment into Shropshire and to trade into these larger urban markets*" and so "*to accommodate the long term future of the town it is necessary to open up new areas*" of land for development. This is the message from key market signals in the local economy arising from the departure of some key local employers from the Bridgnorth area.

- 4.6 The proposed pattern of future development sites in Bridgnorth recognises existing topographical and landscape constraints affecting the town. Much of the potential for larger infill development and small additions to the town has already been captured and so, investment interest should now turn to significant, new opportunities around the town.
- 4.7 The Local Plan Review process incorporates a strategic Green Belt Review which provides the potential for the release of Green Belt land in 'exceptional circumstances'. The Local Plan Review therefore provides an opportunity to consider the need to release Green Belt land.

Summary of Findings

- 4.8 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 4.1: Type and Location of Employment Land, Bridgnorth



Bridgnorth - Site Recommendations

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- 4.9 The assessment of employment land supply in Bridgnorth identified five Opportunity Areas (four around the periphery of the town and one in the centre) each of which contain a number of sites shown in Figure 4.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 4.1 using the colour coded legend presented on the map.
- 4.10 Table 4.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Bridgnorth that has been identified in the study. Table 4.2 shows how the sites in Figure 4.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Bridgnorth identified in Table 4.1. Information on each Opportunity Area/site is provided at Appendix 1.

Table 4.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	10
Category B land (from ELR) ²	292

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 4.11 The ongoing Local Plan Review identifies a preferred employment land guideline for Bridgnorth between 2016 and 2036 (Table 4.1) of some 16ha with an additional 12ha of employment land proposed to address local circumstances.
- 4.12 The findings of this ELR in Table 4.2 conclude that from the sites assessed 10ha of land (comprising the current allocated sites BRD024 at Tasley and BRD026 at Old Worcester Road) is currently suitable for employment uses, and a further 292ha of land within Category B sites which could provide additional employment land during the period of the emerging Local Plan review (2016-36). Given the size and location of Bridgnorth appropriate sites could represent a significant local employment opportunity.
- 4.13 Figure 4.1 shows that Category B sites are concentrated to the east and west of Bridgnorth. In summary:
- there are a few sites identified as currently suitable for employment use which reflect anecdotal evidence of the lack of new investment in the market and the contraction of the employment offer. It is therefore clear that the employment land offering needs to be revitalised, and this is presumably a key motivator for the ambitious proposals within the Local Plan Review and would help contribute to the economic objectives within the Economic Growth Strategy.

- As Figure 4.1 shows a number of sites have been identified as Category B sites which have the potential to increase the supply of employment sites in Bridgnorth. Most notable are the areas of land identified around the existing employment allocations in the West and the protected employment sites to the east and the land enveloping the former RAF Stanmore site which has been identified by the Council as a potential location for a mixed use 'garden settlement'. This would not only provide significant employment land but also key worker and affordable housing to support the local economy.
- As referred to above whilst we understand the logic behind the identification of the potential location for a mixed used 'garden settlement' the development of a robust exceptional circumstances case will be needed to justify any Green Belt release.
- This will need to be comprehensive and clearly substantiate and evidence the 'need' for this growth and development. This could make reference to local circumstances, the objectives and key drivers of the Shropshire Economic Growth Strategy and the required 'step change' in the economy. It should also consider the economic and employment growth rationale, the balanced housing and economic growth and sustainable development principles if it is to develop a compelling case.
- We would expect there to be local concern about development in this location and a clear justifiable economic case should be prepared to inform local discussions. Any identified constraints will also need to be considered and addressed through appropriate mitigation.
- Such a proposal is a clear indication by the Council of their intention to ensure that Bridgnorth will fulfil its role as the second Principal Centre in the County. This proposal will need to be thoroughly considered taking into account its deliverability and viability. Unless this is fully addressed we would have concerns about its deliverability and ability to obtain the necessary 'buy in' from key local stakeholders, residents and landowners. The scale of any development would also need to be carefully considered to ensure that it is market facing, reflective of demand and deliverable.
- The existing employment allocations in the central part of Area 4 are also a real opportunity which given their siting adjacent to the road and the key gateway junction on the A458 is an obvious location to accommodate new employment development. It could accommodate relocated employment uses from the existing Livestock Market across the A458 (a current housing allocation) and for development of new employment uses. Its strategic location would be attractive to the local market given its visibility to the highway and edge of town location with good accessibility. This could also open up the other adjacent plots as part of a long term vision as an employment corridor.

5. Ludlow

- 5.1 This section provides an overview of the key findings from the assessment of employment sites in Ludlow. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 5.2 Table 5.1 provides information on the employment land requirement identified for the Principal Centre of Ludlow in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Ludlow with the preferred housing guideline figure of 1,000 dwellings for the period between 2016 and 2036.

Table 5.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	11
Commitments and allocations as at 31st March 2017 in Preferred Sites document*	7
Employment land shortfall	4
Employment land to be allocated	4
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

* Of these commitments and allocations, 4ha of land is re-considered within the SLAA.

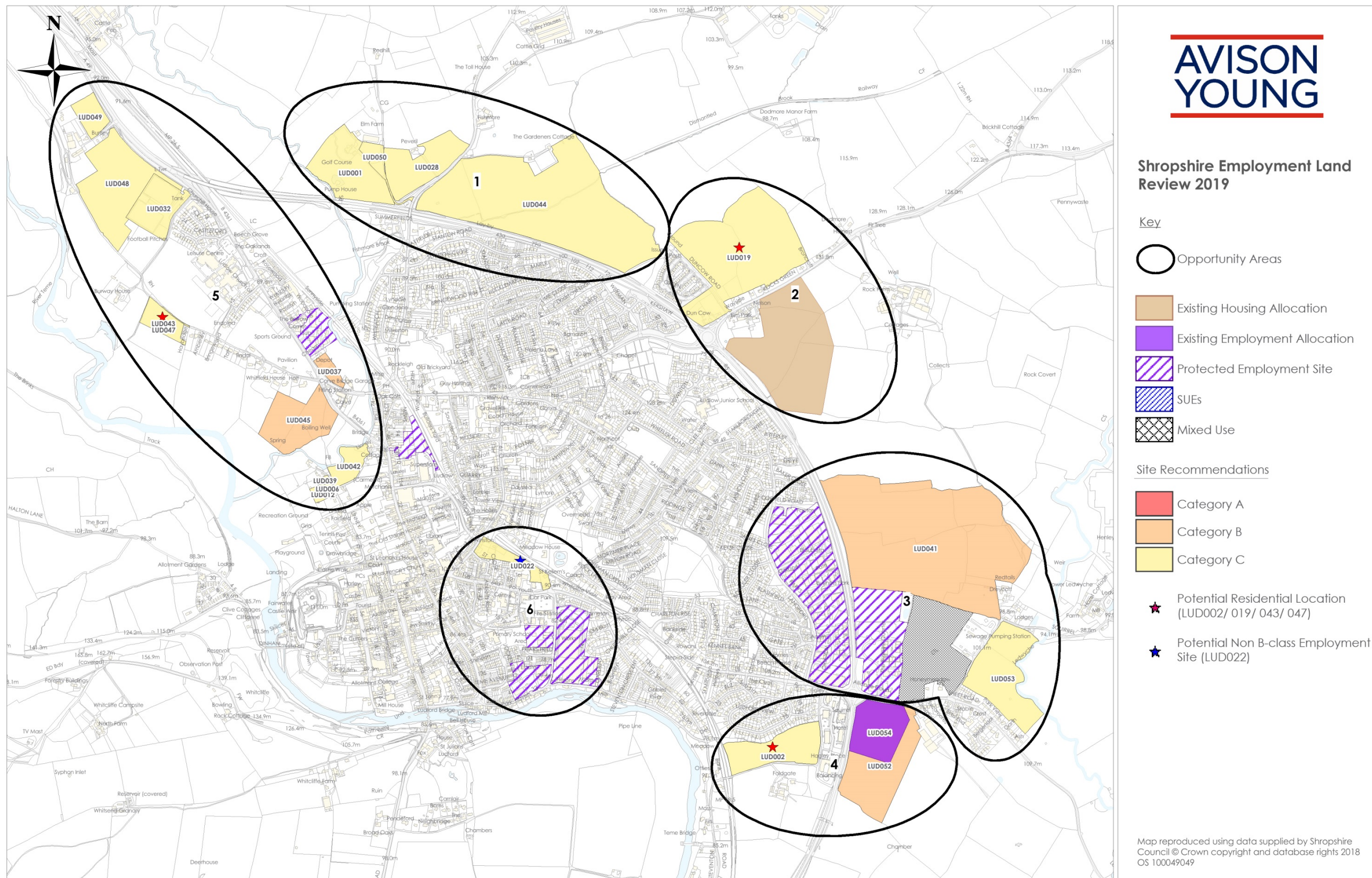
Please Note: Figures are rounded to whole numbers.

- 5.3 In the preferred development strategy of the Local Plan Review, Ludlow is a principal centre that contributes towards the strategic growth objectives in the south of the County. It is expected that Ludlow will continue to explore ways in which it can effectively implement the ambitious growth strategy that has been identified for the town. Ludlow needs to change and improve the employment land offer in the town building on the success of the existing Eco-Park which would set the standard for future provision of employment floorspace.
- 5.4 The employment needs of Ludlow are proposed to be met through an extension of the existing allocation south of Sheet Road increasing the size of the overall allocation from 3.5 hectares to around 8 hectares. The development of these two inter-related sites should significantly change the employment land offer within Ludlow.
- 5.5 This effect should improve the offer of employment land, commercial premises, business representation and employment in the town. This newly combined employment allocation is expected to create a critical mass for development in terms of the provision of infrastructure and the suitability of the site for larger building footprints.

Summary of Findings

- 5.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 5.1: Type and Location of Employment Land, Ludlow



Ludlow - Site Recommendations

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- 5.7 The assessment of employment land supply in Ludlow identified six Opportunity Areas in and around the town each of which contain a number of sites shown in Figure 5.1. The recommendations drawn from the assessment of each of these sites are shown in Figure 5.1 using the colour coded legend presented on the map.
- 5.8 Table 5.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Ludlow that has been identified in the study. Table 3.2 shows how the sites in Figure 5.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Ludlow identified in Table 5.1. Information on each Opportunity Area/site is provided at Appendix 1.

Table 5.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	3
Category A land suitable for employment use (from ELR) ²	3.5
Category B land (from ELR) ²	36

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 5.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Ludlow between 2016 and 2036 (Table 5.1) of some 11ha.
- 5.10 The findings of this ELR, presented in Table 5.2, conclude that from the sites assessed 3.5ha of land (the existing employment allocation LUD054 south of Sheet Road) is currently suitable for employment uses which supplements the further 3ha of employment land available to the town on the north side of Sheet Road, which are recorded as commitments/allocations not considered within the ELR in Table 5.1. A further 36ha of land in Category B is deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36). These sites could represent significant local employment opportunities.
- 5.11 Figure 5.1 shows that potential employment site opportunities are concentrated to the north west and south east of the town. In summary:
- the most likely locations for employment sites are to the south east of the town, particularly in Areas 3 & 4 around the protected employment sites and the existing employment allocation. These sites are situated in market facing locations adjacent to the A49 as part of the strategic highway network at a key infrastructure node. Development here will provide critical mass as occupiers locate around this accessible edge of town location.

- The scale of additional employment land would need to be carefully considered to ensure that its size reflects demand, is market facing and deliverable; and
- Area 5 also provides opportunity for expansion of the existing employment offer subject to demand but this is less suitable and deliverable than the alternative sites above and Area 5 would also need to identify a market niche to complement existing employment locations to the east of the town.

6. Market Drayton

- 6.1 This section provides an overview of the key findings from the assessment of employment sites in and around Market Drayton. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 6.2 Table 6.1 provides information on the employment land requirement identified for the Principal Centre of Market Drayton in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Market Drayton with the preferred housing guideline figure of 1,200 dwellings for the period between 2016 and 2036.

Table 6.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	13
Commitments and allocations as at 31st March 2017 in Preferred Sites document*	35
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

* Of these commitments and allocations, 16ha of land is re-considered within the SLAA.

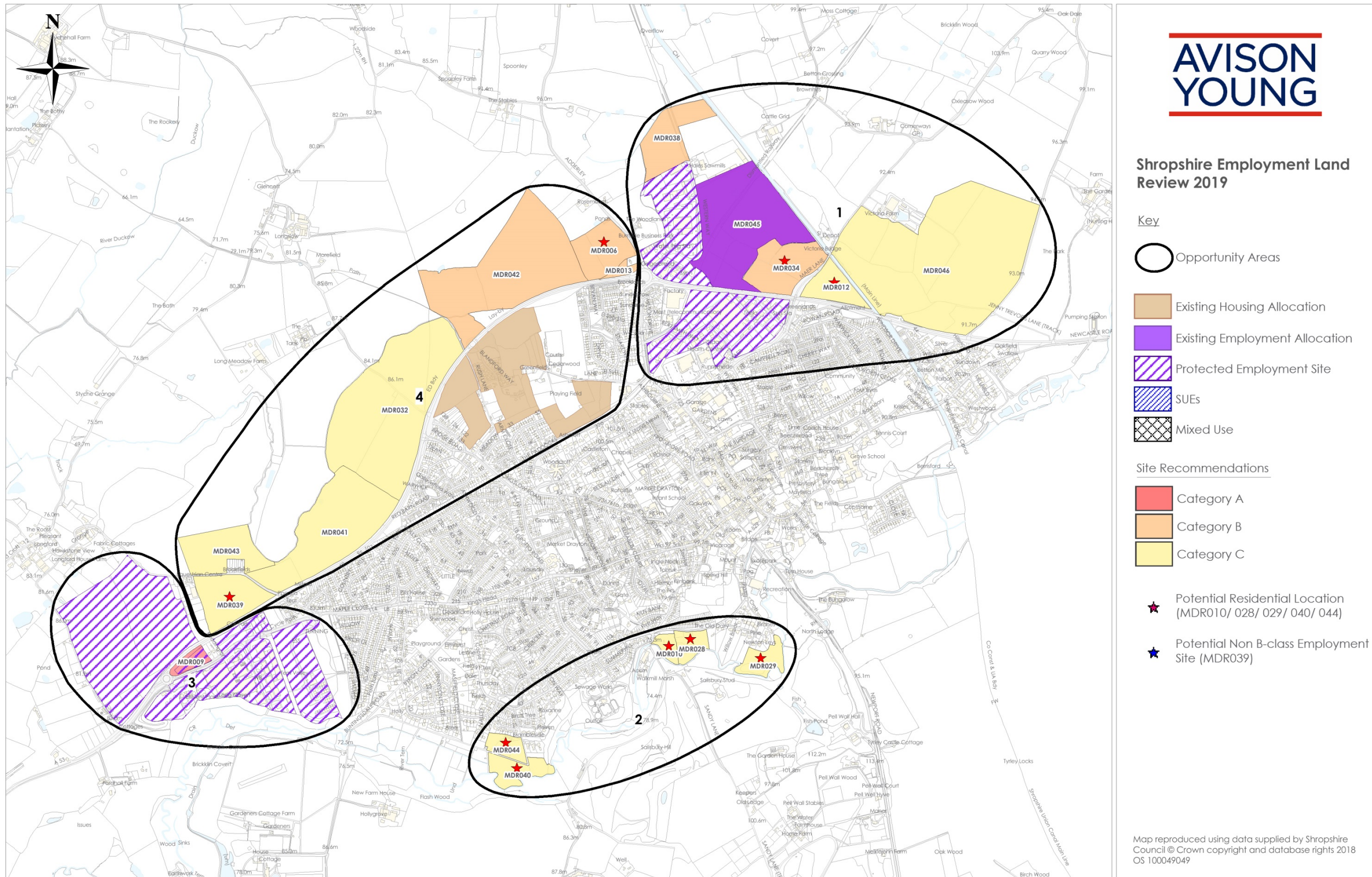
Please Note: Figures are rounded to whole numbers.

- 6.3 In the preferred development strategy of the Local Plan Review, Market Drayton has been identified as a Principal Centre and will contribute to the strategic growth objectives in the north-east of the County. Market Drayton already has a significant employment land supply focused on meeting the needs of the principal employer, Muller (Dairy) UK which is one of Shropshire's key employers in the food and drink sector with important links to the agricultural sector. This business has a significant site dedicated for the expansion of the enterprise and this employer has the potential to enlarge the employment offer in the town. Market Drayton also has additional land focused on increasing the investment potential around its second, significant investment location at Sych Farm along with other opportunities within the town itself which serve other business needs and diversify the employment offer.
- 6.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Market Drayton through the provision of around 1,200 dwellings and a requirement for 13 hectares of employment land between 2016 and 2036.
- 6.5 Around 35 hectares of employment land has already been provided through allocations and other employment commitments in Market Drayton. It is considered this level of provision is sufficient to meet the employment needs of Market Drayton and therefore there is no requirement to identify any additional employment land in the town.

Summary of Findings

- 6.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 6.1: Type and Location of Employment Land, Market Drayton



Market Drayton - Site Recommendations

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- 6.7 The assessment of employment land supply in Market Drayton identified four Opportunity Areas each of which contain a number of sites shown in Figure 6.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 6.1 using the colour coded legend presented on the map.
- 6.8 Table 6.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land that has been identified in the study. Table 6.2 shows how the sites in Figure 6.1 that are identified as either Category A or Category B sites may help to achieve the employment and requirement for Market Drayton identified in Table 6.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 6.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	19
Category A land suitable for employment use (from ELR) ²	18
Category B land (from ELR) ²	35

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 6.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Market Drayton for 2016-2036 (Table 6.1) of some 13ha. Existing commitments/allocations exceed this requirement.
- 6.10 The findings of this ELR, presented in Table 6.2, conclude that from the sites assessed 18ha of land (existing allocation site MDR045 and protected employment site MDR009 comprising all the sites shown in Area 3) is currently suitable for employment uses, which will supplement the further 19ha of employment land already available within the town which are recorded as commitments/allocations not considered within the ELR in Table 6.2. A further 35ha of land within Category B could provide additional employment land during the period of the emerging Local Plan review. These sites could represent significant local employment opportunities.
- 6.11 Figure 6.1 shows that potential existing and long term employment opportunities are located to the north and west of the town. In summary:
- there are two potential locations for employment sites in Market Drayton book ending the town at its eastern and western extents (in Areas 1 & 3) adjacent to the A53. These sites are immediately adjacent to existing employment sites, are logical extensions to these areas, have visibility to the highway and given their edge of town location are prominent and accessible to the market; and
 - additional sites have been identified in market facing locations north of the A53 (in Area 4) which is adjacent to the highway network and key junctions. The scale of any additional employment allocations would need to be carefully considered to ensure that the employment offer is both deliverable and market facing.

7. Oswestry

- 7.1 This section provides an overview of the key findings from the assessment of employment sites in and around Oswestry. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 7.2 Table 7.1 provides information on the employment land requirement identified for the Principal centre of Oswestry in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Oswestry with the preferred housing guideline figure of 1,800 dwellings for the period between 2016 and 2036.

Table 7.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	19
Commitments and allocations as at 31 st March 2017 in Preferred Sites document*	57
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

* Of these commitments and allocations, 52ha of land is re-considered within the SLAA.

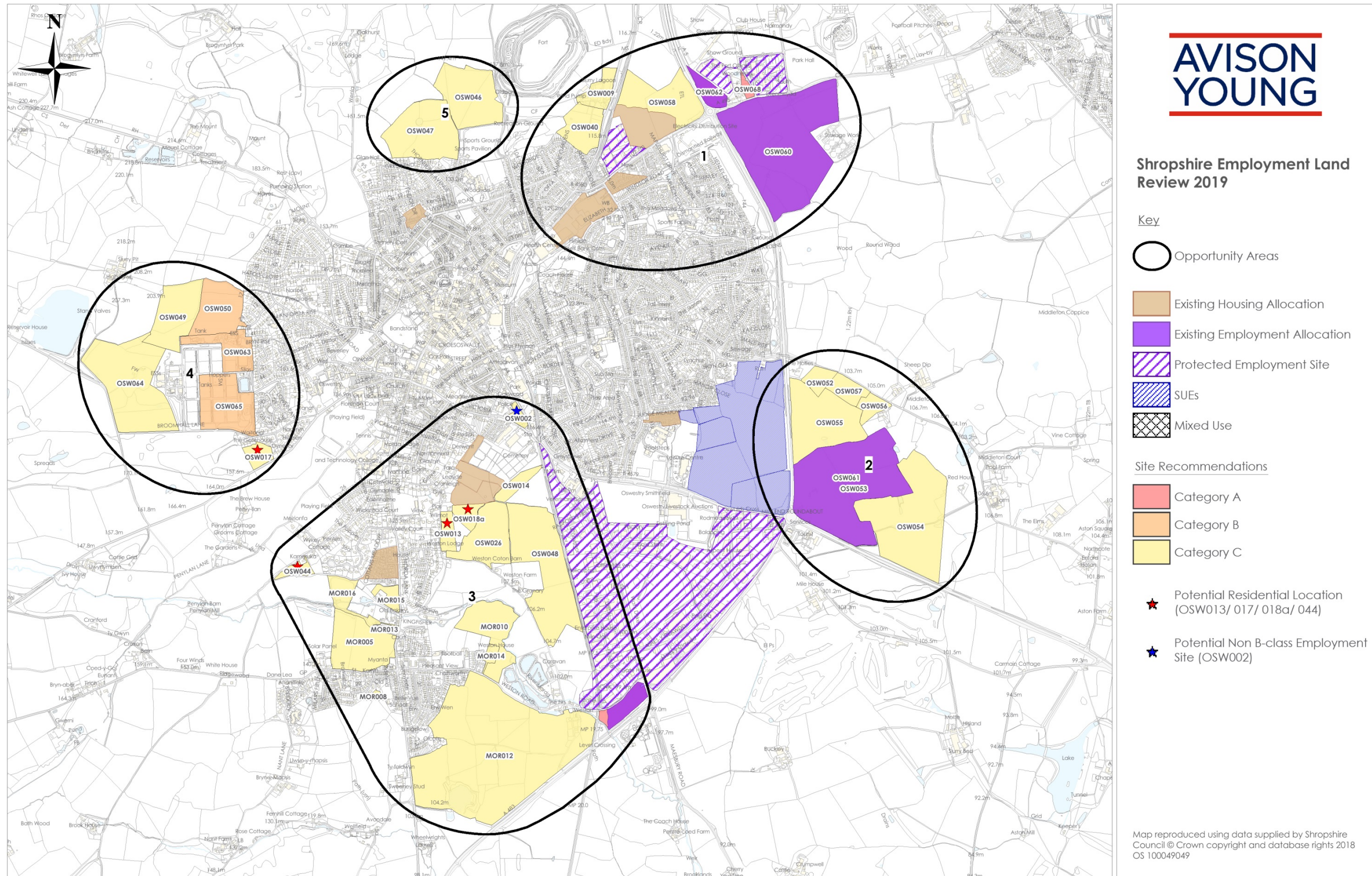
Please Note: Figures are rounded to whole numbers.

- 7.3 In the preferred development strategy of the Local Plan Review, Oswestry will continue to act as a Principal Centre and contribute towards the strategic growth objectives in the North-West of the County. Oswestry will continue to explore ways in which it can effectively fulfil its role as the largest principal centre in Shropshire and this may include land releases related to the town but located beyond the built form of the town. Oswestry itself has a significant employment land offer focused on two new investment locations along the A5/A483 corridors around the principal highway junctions at Mile End and Whittington Road.
- 7.4 Development will balance the need for additional housing and employment accommodating around 1,800 dwellings and a requirement for the delivery of around 19 hectares of employment development between 2016 and 2036.
- 7.5 Much of the potential for larger scale infill development in the town has already been captured. Additional development opportunities adjacent to the existing Development Boundary for Oswestry are now extremely restricted by the presence of physical, heritage and environmental constraints such as the setting of the Old Oswestry Hillfort; sensitive landscapes to the north and west; the Oswestry bypass to the east; and flood risk and accessibility issues to the south.

Summary of Findings

- 7.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 7.1: Type and Location of Employment Land, Oswestry



Oswestry - Site Recommendations

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- 7.7 The assessment of employment land supply in Oswestry identified five Opportunity Areas each of which contain a number of sites shown in Figure 7.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 7.1 using the colour coded legend presented on the map.
- 7.8 Table 7.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Oswestry that has been identified in the study. Table 7.2 shows how the sites in Figure 7.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Oswestry identified in Table 7.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 7.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	5
Category A land suitable for employment use (from ELR) ²	2
Category B land (from ELR) ²	91

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 7.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Oswestry between 2016 and 2036 (Table 7.1) of some 19ha and that sufficient land is currently identified through existing allocations and commitments to meet this requirement.
- 7.10 The findings of this ELR, presented in Table 7.2, conclude that from the sites assessed 2ha of land (existing employment allocation site OSW062) is currently suitable for employment uses and could supplement the further 5ha of employment land available within the town which are recorded as commitments/allocations not considered within the ELR in Table 7.2. A further 91ha (including the currently allocated sites at OSW060, and OSW61/OSW53, and the site to the west of the allocated site in the south eastern corner of Opportunity Area 3) is identified within Category B and could provide additional employment land during the period of the emerging Local Plan review (2016-2036). These sites could represent significant local employment opportunities.
- 7.11 Figure 7.1 shows that there are potential employment sites providing opportunity around the town. In summary:
- There are two main potential locations for employment sites in Oswestry, both to the east of the town adjacent to the A5 (Areas 1 & 2). These sites are immediately adjacent to existing employment sites and key infrastructure nodes and are logical extensions to these employment areas and would provide additional critical mass and agglomeration of employment uses in these accessible locations that are attractive and prominent to the market. Whilst other land in Area 2 could be perceived as a logical

extension to the allocated employment site we do not expect there to be sufficient demand (over and above current commitments/allocations) for this land to come forward in the current plan period.

- An opportunity exists on land adjacent to the existing Water Treatment works (Area 4) and it is understood that options are being considered including consolidation/expansion of the current use. Due consideration will need to be given to the future use of the site and further feasibility work would be required to determine the extent of the opportunity so that it is appropriately positioned within the employment land offering in Oswestry.

8. Whitchurch

- 8.1 This section provides an overview of the key findings from the assessment of employment sites in and around Whitchurch. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 8.2 Table 8.1 provides information on the employment land requirement identified for the Principal Centre of Whitchurch in the Local Plan Review. The employment land requirement seeks to achieve 'balanced employment growth' for Whitchurch with the preferred housing guideline figure of 1,600 dwellings for the period between 2016 and 2036.

Table 8.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	17
Commitments and allocations as at 31st March 2017 in Preferred Sites document	20
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

* Of these commitments and allocations, 20ha of land is re-considered within the SLAA.

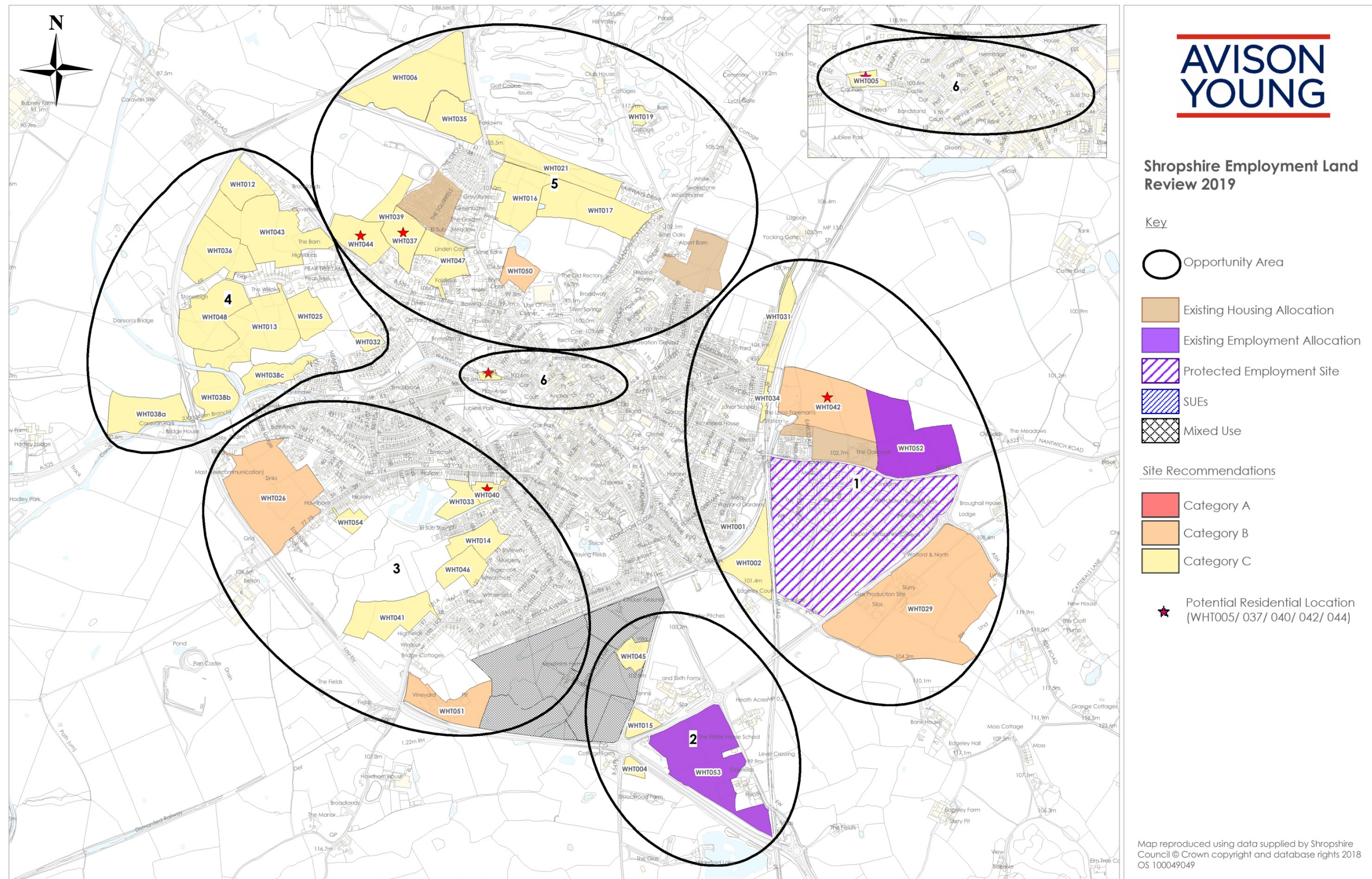
Please Note: Figures are rounded to whole numbers.

- 8.3 In the preferred development strategy of the Local Plan Review, Whitchurch will act as a Principal Centre and contribute towards the strategic growth objectives in the north-east of the County. Whitchurch already has a significant employment land supply focused on two existing employment allocations around Waymills which accommodates many of the town's principal employers and at Heath Road. These will serve different commercial needs and seek to re-balance the significant levels of out-commuting from the town.
- 8.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Whitchurch, through the provision of around 1,600 dwellings and a requirement for the delivery of around 17 hectares of employment development between 2016 and 2036.
- 8.5 The two existing, significant employment allocations still to be delivered at Waymills and Heath Road together make up around 20 hectares which comfortably exceed the employment land requirement for Whitchurch. It is therefore not proposed to consider allocating additional employment land subject to the finding of this employment land review.

Summary of Findings

- 8.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 8.1: Type and Location of Employment Land, Whitchurch



Whitchurch - Site Recommendations

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- 8.7 The assessment of employment land supply in Whitchurch identified six Opportunity Areas (five around the periphery of the town and one in the centre) each of which contain a number of sites shown in Figure 8.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 8.1 using the colour coded legend presented on the map.
- 8.8 Table 8.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Whitchurch that has been identified in the study. Table 8.2 shows how the sites in Figure 8.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Whitchurch identified in Table 8.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 8.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	9
Category B land (from ELR) ²	62

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 8.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Whitchurch between 2016 and 2036 (Table 8.1) of some 17ha and sufficient land has already been allocated/committed to meet this requirement.
- 8.10 The findings of this ELR, presented in Table 8.2, conclude that from the sites assessed 9ha of land (existing employment allocation site WHT052) is currently suitable for employment uses and a further 62ha in Category B which could provide additional employment land during the period of the emerging Local Plan review (2016-36). These sites could represent significant local employment opportunities.
- 8.11 Figure 8.1 shows that there are potential employment site opportunities distributed around the town. In summary:
- It is our view that sites within Area 1 will be attractive to the market, would drive critical mass in this location and are the most likely to be delivered given key adjacencies with the protected employment site and an existing housing allocation making it a sustainable location.
 - We see the existing employment allocation in Area 2 as potentially suitable as part of a long term vision for future employment use. This is a key gateway into the town in a visible location and could provide future employment space subject to demand.
 - The sites identified in Area 3 would also be attractive to the market given their strategic edge of town location, adjacent to/at key nodes of the highway with good access and visibility from passing trade.

- We would caution that if further employment land allocations were proposed, a full capacity study would be needed to determine the optimum scale of developable employment land to ensure that it is of a scale that is both deliverable and market facing.

9. Albrighton

- 9.1 This section provides an overview of the key findings from the assessment of employment sites in and around Albrighton. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 9.2 Table 9.1 provides information on the employment land requirement identified for the Key Centre of Albrighton in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Albrighton with the preferred housing guideline figure of 500 dwellings for the period between 2016 and 2036.

Table 9.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	5
Commitments and allocations as at 31st March 2017 in Preferred Sites document	0
Employment land shortfall	5
Employment land to be allocated	0
Balance/Windfall Allowance	5

Source: Shropshire Council, 2019

* Of these commitments and allocations, 0ha of land is re-considered within the SLAA.

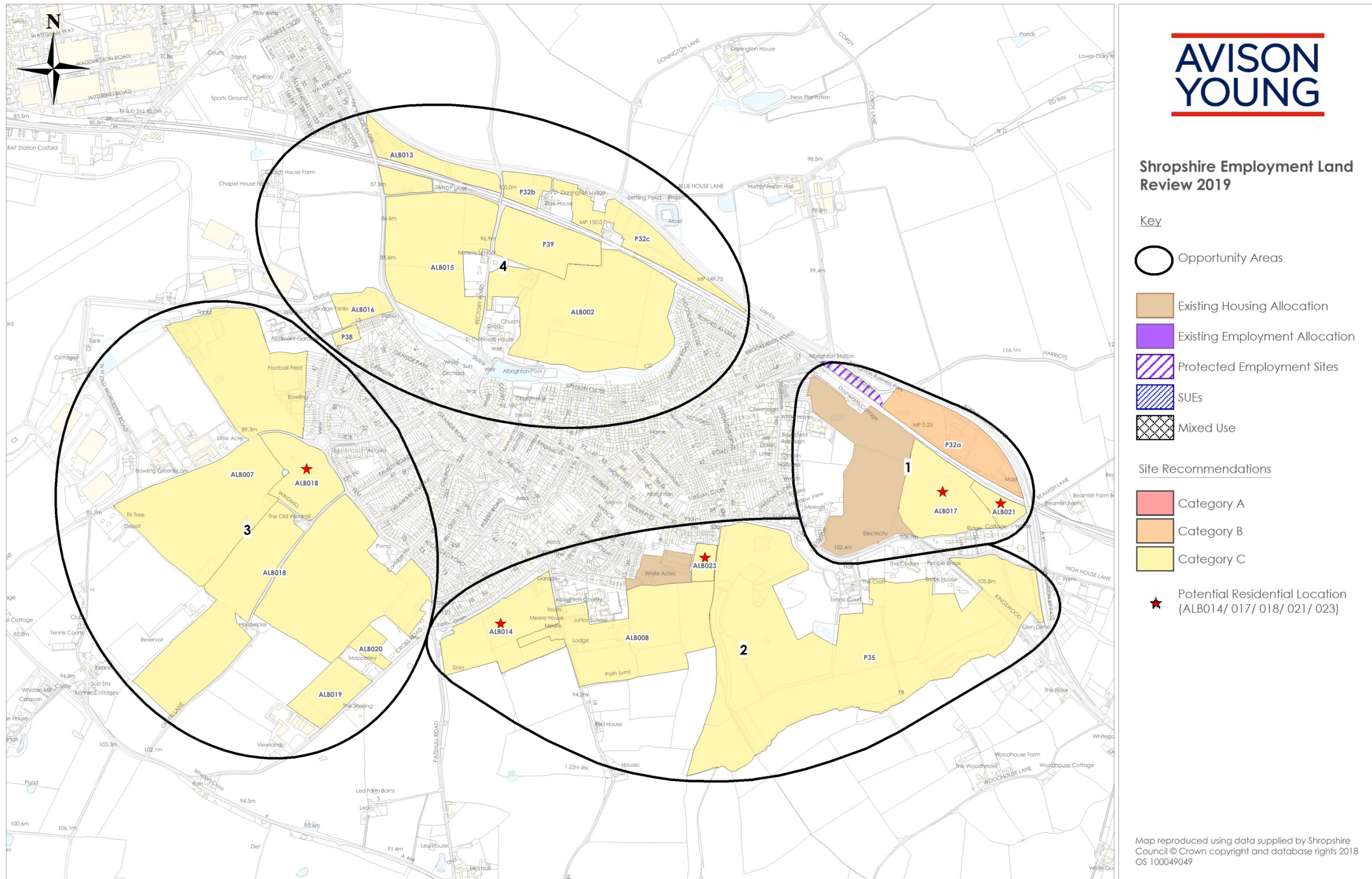
Please Note: Figures are rounded to whole numbers.

- 9.3 In the preferred development strategy of the Local Plan Review, Albrighton will act as a Key Centre and contribute towards the strategic growth objectives in the east of the County. Albrighton is influenced by two key factors in the east of Shropshire, firstly the constraints imposed by the Green Belt that surrounds and insets the town and secondly the proximity of RAF Cosford as a strategic development and potential investment location forming a close neighbour with Albrighton.
- 9.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Albrighton, through the provision of around 500 dwellings and around 5 hectares of employment development between 2016 and 2036. The provision of around 5 hectares of employment land will support economic growth objectives for the County by establishing a sustainable pattern of growth in Albrighton providing local employment opportunities and facilitating the provision of a modest employment land offering to meet the needs of local businesses.
- 9.5 It is proposed that no land will be specifically allocated for employment development at Albrighton within the Local Plan Review, rather the need for additional employment land will be assessed in the context of proposals for the development of a strategic development site in the M54 corridor, which will be considered within a future stage of Local Plan consultation. The identification of an employment land requirement would however, facilitate the opportunity for windfall development in the town.
- 9.6 To inform the Local Plan Review, a Green Belt Assessment and Review has been undertaken and consideration of the need to release land from the Green Belt for allocation/safeguarding for future development will occur.

Summary of Findings

- 9.7 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 9.1: Type and Location of Employment Land, Albrighton



Albrighton - Site Recommendations

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- 9.8 The assessment of employment land supply in Albrighton identified four Opportunity Areas each of which contain a number of sites shown in Figure 9.1. The site recommendations drawn from the assessment of each of these sites are shown in Figure 9.1 using the colour coded legend presented on the map.
- 9.9 Table 9.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Albrighton. Table 9.2 shows how the sites in Figure 9.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Albrighton identified in Table 9.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 9.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	0
Category B land (from ELR) ²	5

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 9.10 The ongoing Local Plan Review identifies a preferred employment land guideline for Albrighton between 2016 and 2036 (Table 9.1) of some 5ha.
- 9.11 The findings of this ELR, presented in Table 9.2, conclude that from the sites assessed, there is 5ha of employment land (P32a) in Albrighton that is within Category B and which could provide additional employment land during the period of the emerging Local Plan review. These sites could represent significant local employment opportunities.
- 9.12 Figure 9.1 shows that whilst there are limited employment site opportunities in and around Albrighton there is sufficient land to potentially meet the needs created by the scale of housing development proposed in the town. In summary:
- In alignment with the Local Plan Review our market led analysis concluded that there are no sites currently suitable for employment use with just one site identified in Area 1 as a potential location to deliver employment supply as part of a long term vision. This site is located in a market facing position given its adjacency and visibility to the A41 as part of the strategic highway network and its proximity to the existing protected employment site.
 - The majority of sites in Areas 2 and 3 are deemed unsuitable and due to constraints including landscape, environmental considerations, accessibility and adjacencies are unlikely to come forward for employment use. Whilst it is not the focus of this Study to identify sites for alternative uses we have

highlighted a selection of sites that might be considered as potential future housing allocation sites, focusing on sites that are immediately adjacent to existing residential communities.

- Located just to the west of Albrighton, RAF Cosford is a key asset within Shropshire. It is a nationally significant hub for advanced manufacturing/engineering expertise and training, employment and skills development and a renowned tourism destination (Cosford Air Museum). RAF Cosford has also been recognised as a key Ministry of Defence asset within the recent national defence review. As such it has the potential to draw investment into the County and could represent a key opportunity to provide further employment opportunities either directly on the site or within the surrounding area, especially given the added value that such adjacencies could provide. The impact and potential role of this key asset is discussed further in the M54 Growth Corridor – Strategic Options Study (June 2019).

10. Shifnal

- 10.1 This section provides an overview of the key findings from the assessment of employment sites in and around Shifnal. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 10.2 Table 10.1 provides information on the employment land requirement identified for the Key Centre of Shifnal in the Local Plan Review. This employment land requirement seeks to achieve ‘balanced employment growth’ for Shifnal with the preferred housing guideline figure of 1,500 dwellings for the period between 2016 and 2036. There is a further need for additional provision to address local circumstances, including the currently limited employment land offering in the town and the historical shortfall in employment land provision and development which should be addressed between 2016 and 2036 and beyond, through the review of the Shropshire Green Belt boundaries.

Table 10.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	16
Additional provision to address local circumstances	24
Commitments and allocations as at 31st March 2017 in Preferred Sites document*	2
Employment land shortfall	38
Employment land to be allocated	38
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

*Of these commitments and allocations, 0ha of land is re-considered within the SLAA.

Please Note: Figures are rounded to whole numbers.

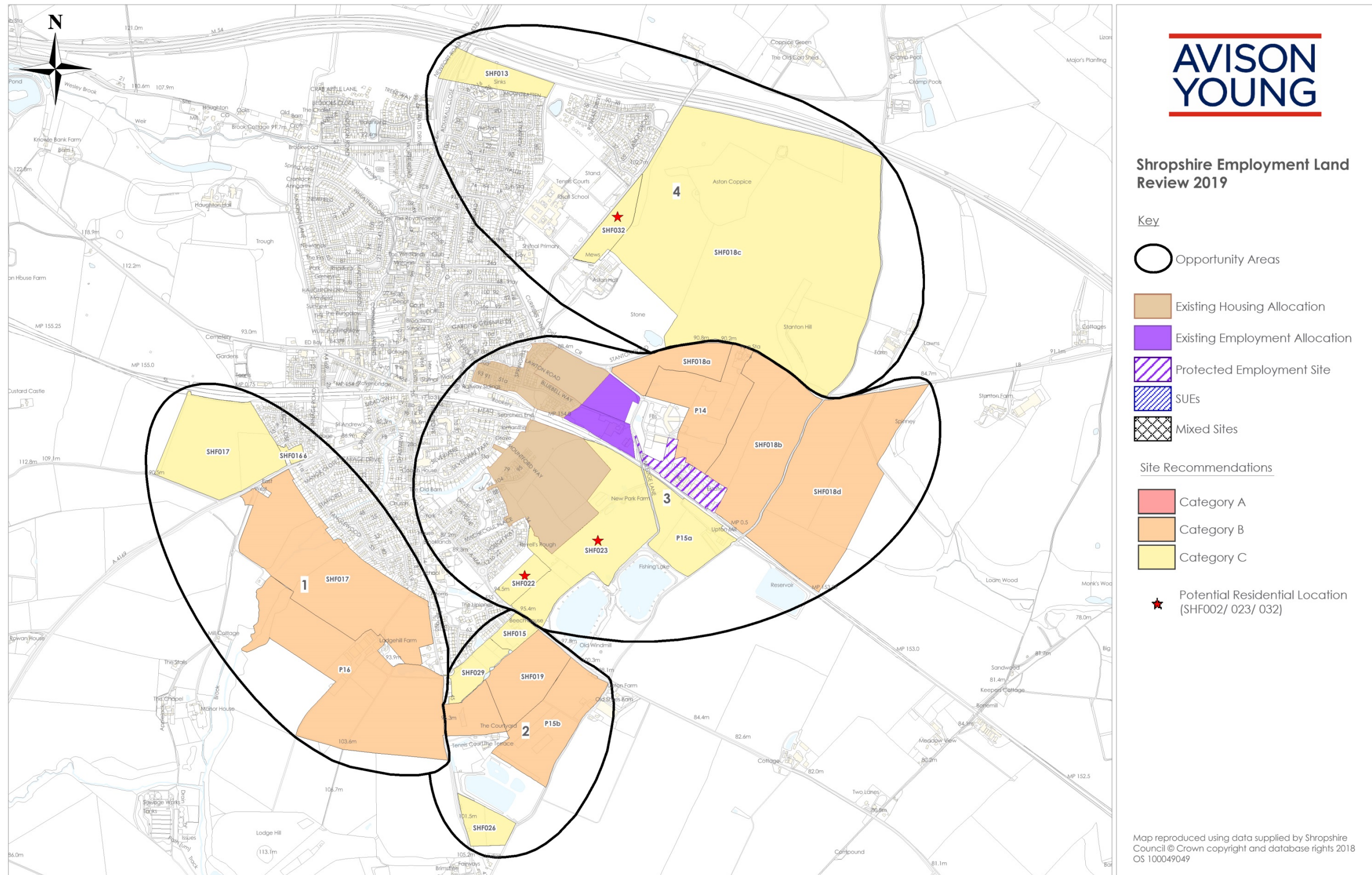
- 10.3 In the preferred development strategy of the Local Plan Review, Shifnal will perform a significant role as a Key Centre and contribute towards the strategic growth objectives in the east of the County. It is expected that the market will continue to explore Shifnal as a preferred investment location in the M54 corridor and the demands placed on Shifnal will subject the town to significant growth pressures over time.
- 10.4 These pressures create some degree of conflict in relation to two significant considerations affecting the future growth strategy for the town. The strategic location, function, size (as the largest key centre in Shropshire) and accessibility will mean that Shifnal will continue to be seen as a suitable growth point. In contrast, the local view of Shifnal, is the town retains the character and ‘feel’ of a village and its community largely wish it to remain so. The structural problems created by such matters as the highway and drainage constraints in the town reinforce the wish to remain as a village. However, the structural problems need to be addressed and these solutions are likely to both invite and help to accommodate, significant new growth.
- 10.5 The Local Plan must seek to address these structural problems by securing a sound and responsible strategy for the growth of Shifnal. The primary concern is to secure a better balance between the currently committed scale of housing and the current deficit in employment land (at only 2 hectares). The strategy for Shifnal is therefore to provide around 1,500 dwellings and at least 16 hectares of employment land from 2016 to 2036 to achieve balanced growth. The strategy also takes a longer term view up to 2056 and also begins to redress the implications of the historical under provision of employment land and the consequent shortfall in investment in the employment offer in the town.

- 10.6 To deliver the scale of built (net) development required in Shifnal to satisfy these objectives, there is a need to identify significant additional employment land over and above the 16 hectares proposed in the Local Plan Review. This has increased the land provision to 40 hectares as shown in Table 10.1 and triggered the early release of land to provide a long term investment perspective beyond the current planning timeframe to 2036.

Summary of Findings

- 10.7 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 10.1: Type and Location of Employment Land, Shifnal



Shifnal - Site Recommendations

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- 10.8 The assessment of employment land supply in Shifnal identified four Opportunity Areas each of which contain a number of sites shown in Figure 10.1. The site recommendations drawn from the assessment of these sites are shown in Figure 10.1 using the colour coded legend presented on the map.
- 10.9 Table 10.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Shifnal that has been identified in the study. Table 10.2 shows how the sites in Figure 10.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Shifnal identified in Table 10.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 10.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	2
Category A land suitable for employment use (from ELR) ²	0
Category B land (from ELR) ²	133.69

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 10.10 The ongoing Local Plan Review identifies a preferred employment land guideline for Shifnal between 2016 and 2036 (Table 10.1) of some 16ha with a further 24ha providing for the successive plan period to 2056 as part of the longer term perspective required by the Green Belt Review. This significant provision of land provided the capacity to address the local circumstances affecting Shifnal and with only 2ha of employment land currently committed this provides up to 38ha of land that could be either allocated in its entirety or partially safeguarded for use in the successive plan period to 2056.
- 10.11 The findings of this ELR, presented in Table 10.2, conclude that the only land suitable for employment use is the Protected Employment Area and the 2 ha of land allocated in the adopted Local Plan. However, there is up to 133.69ha of land in Category B that could provide additional employment land during the period of the emerging Local Plan review (2016-2036). This land would be capable of being allocated for development during the emerging period of the Local Plan review (2016-36) and beyond to 2056. Sites within this 133.69 ha may be used to resolve the significant shortfall in the employment land supply in Shifnal and may be released in a manner that addresses the local circumstances in the town to greater effect by adopting a longer term investment perspective in the Local Plan strategy. These sites could represent significant local employment opportunities.
- 10.12 However, it is notable that:
- outside of current allocations/commitments there are no sites currently suitable and readily available for employment use, which is reflective of the constraints on employment land in this location (i.e. Opportunity Area 4), the perceived prioritisation of residential development and is reflective of the prevailing issues in Shifnal referred to above, focussed around the poor accessibility of key sites from the strategic highway network and the lack of both north/south and east/west connectivity.

- In contrast many Category B sites have been identified and are suitable for further consideration as part of a long term vision for employment provision, the delivery of which would contribute, in part, to a rebalance of the town's economy and property market and which could in turn help deliver the objectives of the Shropshire Economic Growth Plan. Any vision for employment provision in the town would need to consider structural issues, such as the highway and drainage constraints present.
- As illustrated within Figure 10.1, land in Category B which might contribute to a long term vision for employment use is focused to the south and south-east of the town.

Opportunity Area 3

- Some of the sites in Opportunity Area 3 are in existing use for industrial and storage but are in a dilapidated condition and are not fit for purpose and therefore provide a regeneration/redevelopment opportunity. The land situated around these sites (SHF018A, P14, SHF018b and SHF018d) has been promoted through the Local Plan process. These sites could represent an extension to the existing business area at the Lamledge Estate, providing an opportunity for a larger employment offering which would be attractive to local companies. They could also address the current shortfall in the employment land supply in the town and stimulate regeneration/redevelopment of the existing employment site.
- Stanton Road could provide Shropshire Council an opportunity to service sites within Opportunity Area 3. Local improvements/upgrades would be needed to Stanton Road to aid accessibility. Such improvements/upgrades might include a signalled junction and services/utilities being upgraded.
- It is recognised that due to the current imbalance between housing and employment that the delivery of employment land is a priority. Housing market demand is strong in Shifnal whereas employment land in this location, to date, is untested. However, given the settlements location in the M54 corridor we understand there to be strong local market interest in this location, although accessibility and visibility from the M54 could limit the potential regional and national market.

Opportunity Areas 1 and 2

- Opportunity Areas 1 and 2 also include substantial land in Category B which could form part of a long term vision for employment provision. However, their accessibility and visibility mean that it is likely to be less attractive to the market than sites within Opportunity Area 3.
- It is likely that more significant highway investment in the road network would be required than those associated with Opportunity Area 3, to ensure that the site is accessible from the M54 and that heavy goods traffic bypasses the town centre.
- The existing infrastructure represents a constraint to development. We are though aware of proposals as part of Shifnal's Integrated Transport scheme which seeks to ease congestion including a new link road at the southern end of Shifnal that will provide a route that enables traffic to move between the A464 Wolverhampton Road and the A4169 Bridgnorth and is directly linked to the development of SHF017. These infrastructure improvements would encourage commuters to travel into Shifnal and provide an alternative route for, in the main, HGV traffic movement to lessen the impact within the main town centre of Shifnal.

11. Bishop's Castle

- 11.1 This section provides an overview of the key findings from the assessment of employment sites in and around Bishop's Castle. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 11.2 Table 11.1 provides information on the employment land requirement identified for the Key Centre of Bishop's Castle in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Bishop's Castle with the preferred housing guideline figure of 150 dwellings for the period between 2016 and 2036.

Table 11.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	2
Commitments and allocations as at 31st March 2017 in Preferred Sites document	3
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

*Of these commitments and allocations, 3ha of land is re-considered within the SLAA.

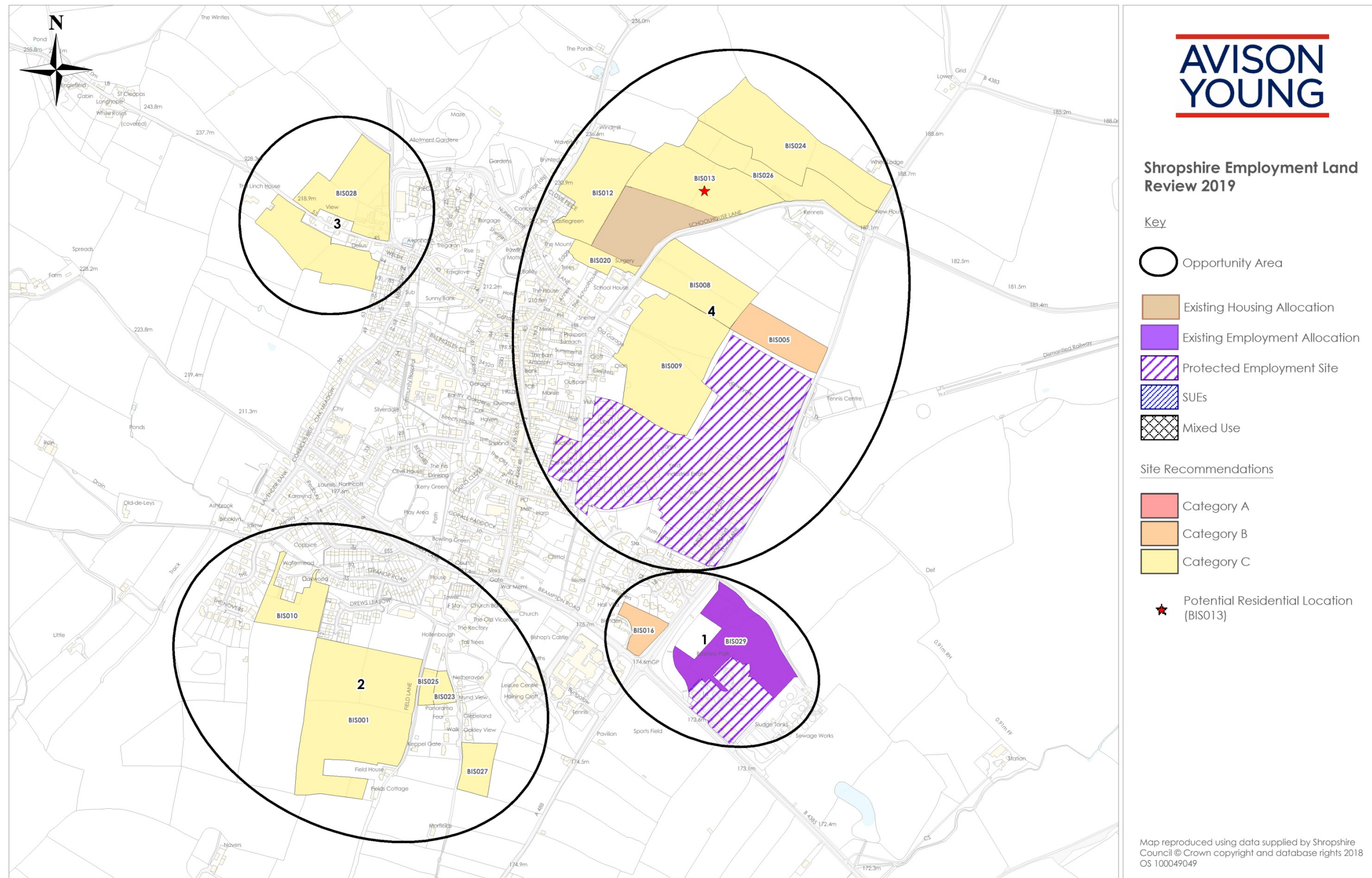
Please Note: Figures are rounded to whole numbers.

- 11.3 In the preferred development strategy of the Local Plan review, Bishop's Castle will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County. The town has a significant role in the south west of the County where it supports a network of Community Hub settlements with their own existing, successful employment areas but these have limited grow on expansion land. Bishop's Castle has the existing, successful but small Bishop's Castle Business Park which has expansion land and committed development for the expansion of the Business Park. The evolution of the Business Park has stalled due to the unpredictable nature of demand which has challenged the viability of making the investment in the expansion of the Business Park.
- 11.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Bishop's Castle, through the provision of around 150 dwellings and a requirement to deliver around 2 hectares of employment development between 2016 and 2036.
- 11.5 Around 3 hectares of employment land are already committed in Bishop's Castle to extend the existing Bishop's Castle Business Park and so there is no requirement to identify any additional employment land especially as measures to bring forward the expansion of the Business park could provide the most sustainable strategy for the town. The commercial need in Bishop's Castle is therefore to bring forward this outstanding employment allocation and provide affordable commercial floorspace to serve demands in the town and in the Place Plan area.

Summary of Findings

- 11.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 11.1: Type and Location of Employment Land, Bishop's Castle



Bishop's Castle - Site Recommendations

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- 11.7 The assessment of employment land supplying Bishop's Castle identified four Opportunity Areas each of which contain a number of sites shown in Figure 11.1. The site recommendations drawn from the assessment of these sites are shown in Figure 11.1 using the colour coded legend presented on the map.
- 11.8 Table 11.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Bishop's Castle that has been identified in the study. Table 11.2 shows how the sites in Figure 11.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Bishop's Castle identified in Table 11.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 11.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	2.5
Category B land (from ELR) ²	2

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
- 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
- 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
- 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.

- 11.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Bishop's Castle between 2016 and 2036 (Table 11.1) of some 2ha but with 3ha already committed/allocated there is no requirement for additional sites.
- 11.10 The findings of this ELR, presented in Table 11.2, conclude that 2.5ha of employment land is considered suitable for employment land (comprising the existing employment allocation site BIS029) with a further 2ha (comprising sites BIS005 & BIS016) identified in Category B which could provide additional employment land during the period of the emerging Local Plan review. These sites could represent local employment opportunities.
- 11.11 However, it is notable that:
- there is demand for employment land in this location but viability (due to low yields and long pay back periods) is a constraint to levels of delivery and so, will deter those investors who are unable to make long term investment decisions.
 - Areas 1 & 4 both provide potential capacity to deliver additional employment land and both these opportunity sites (comprising sites BIS016 & BIS005) offer logical extensions to existing protected employment sites and the employment allocation site BIS029, given their adjacency. The greatest opportunity for provision of additional employment land is through logical extensions to existing protected employment sites undertaken by investors able to make long term investment decisions and seeking revenue income rather than capital returns.

12. Broseley

- 12.1 This section provides an overview of the key findings from the assessment of employment sites in Broseley. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 12.2 Table 12.1 provides information on the employment land requirement identified for the Key Centre of Broseley in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Broseley with the preferred housing guideline figure of 250 dwellings for the period between 2016 and 2036.

Table 12.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	3
Commitments and allocations as at 31st March 2017 in Preferred Sites document	1
Employment land shortfall	2
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

*Of these commitments and allocations, 0ha of land is re-considered within the SLAA.

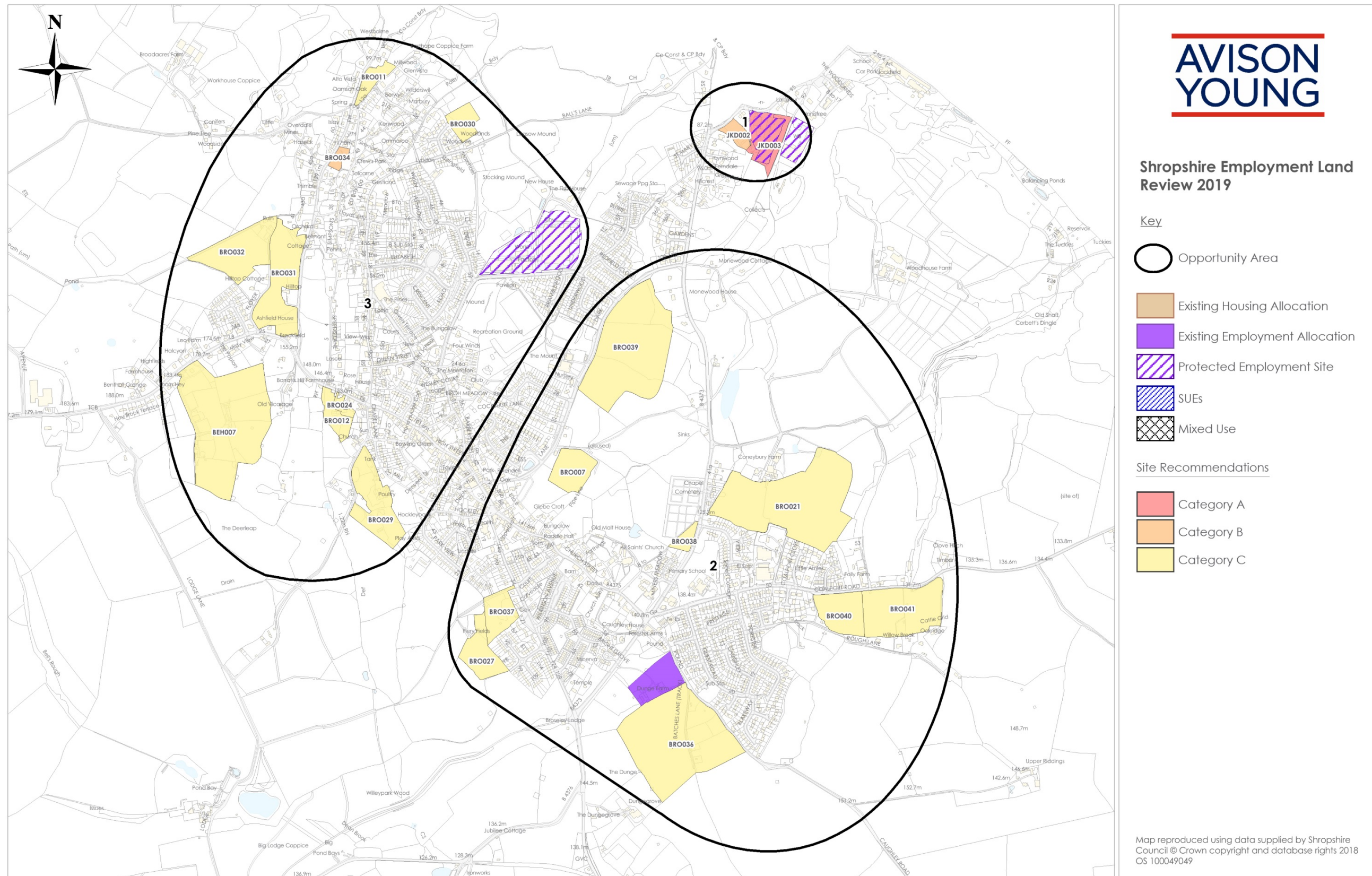
Please Note: Figures are rounded to whole numbers.

- 12.3 In the preferred development strategy of the Local Plan Review, Broseley will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County. Broseley may not be a main employment centre but it still has a number of employment areas with some key employers. There is also a need for additional sites in the town although principally for residential development to achieve the growth aspirations for the town.
- 12.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Broseley, through the provision of around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.
- 12.5 Around 1 hectare of employment land is committed in Broseley and there is a requirement for a further 2 hectares of land for development which is expected to be delivered through windfall employment development in the town.

Summary of Findings

- 12.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 12.1: Type and Location of Employment Land, Broseley



Broseley - Site Recommendations

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- 12.7 The assessment of employment land supply in Broseley identified three Opportunity Areas each of which contain a number of sites shown in Figure 12.1. The site recommendations drawn from the assessment of these sites are shown in Figure 12.1 using the colour coded legend presented on the map.
- 12.8 Table 12.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Broseley that has been identified in the study. Table 12.2 shows how the sites in Figure 12.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Broseley identified in Table 12.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 12.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR 1	1
Category A land suitable for employment use (from ELR) 2	1.5
Category B land (from ELR) 2	0.5

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 12.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Broseley between 2016 and 2036 (Table 12.1) of some 3ha. With only 1ha committed this leaves a shortfall of 2ha.
- 12.10 The findings of this ELR, presented in Table 12.2, conclude that 1.5ha is suitable for employment use and that 0.5ha of land in Category B is deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36). This would potentially resolve the supply shortfall of 2ha, although the site deemed suitable for employment use is currently an employment site and as such only a net increase in floorspace could contribute towards the proposed guideline. These sites could represent local employment opportunities.
- 12.11 However, it is notable that:
- There are low levels of demand for employment land in Broseley with only Area 1 containing any Category A and B sites. Opportunity Area 2 includes an existing allocation that has since been revised through consent for a mixed residential and employment development that includes an adjacent parcel of land. On the basis that this has received planning permission it is not considered further in this Study.
 - In Area 1 the site identified as being suitable for employment use is the protected employment site (JKD003). Adjacent to this we identify a further Category B site (JKD002) as potential future and/or additional supply given its close proximity to existing employment provision.

13. Church Stretton

- 13.1 This section provides an overview of the key findings from the assessment of employment sites in Church Stretton. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 13.2 Table 13.1 provides information on the employment land requirement identified for the Key Centre of Church Stretton in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Church Stretton with the preferred housing guideline figure of 250 dwellings for the period between 2016 and 2036.

Table 13.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	3
Commitments and allocations as at 31st March 2017 in Preferred Sites document	1
Employment land shortfall	2
Employment land to be allocated	0
Balance/Windfall allowance	2

Source: Shropshire Council, 2019

*Of these commitments and allocations, 1ha of land is re-considered within the SLAA.

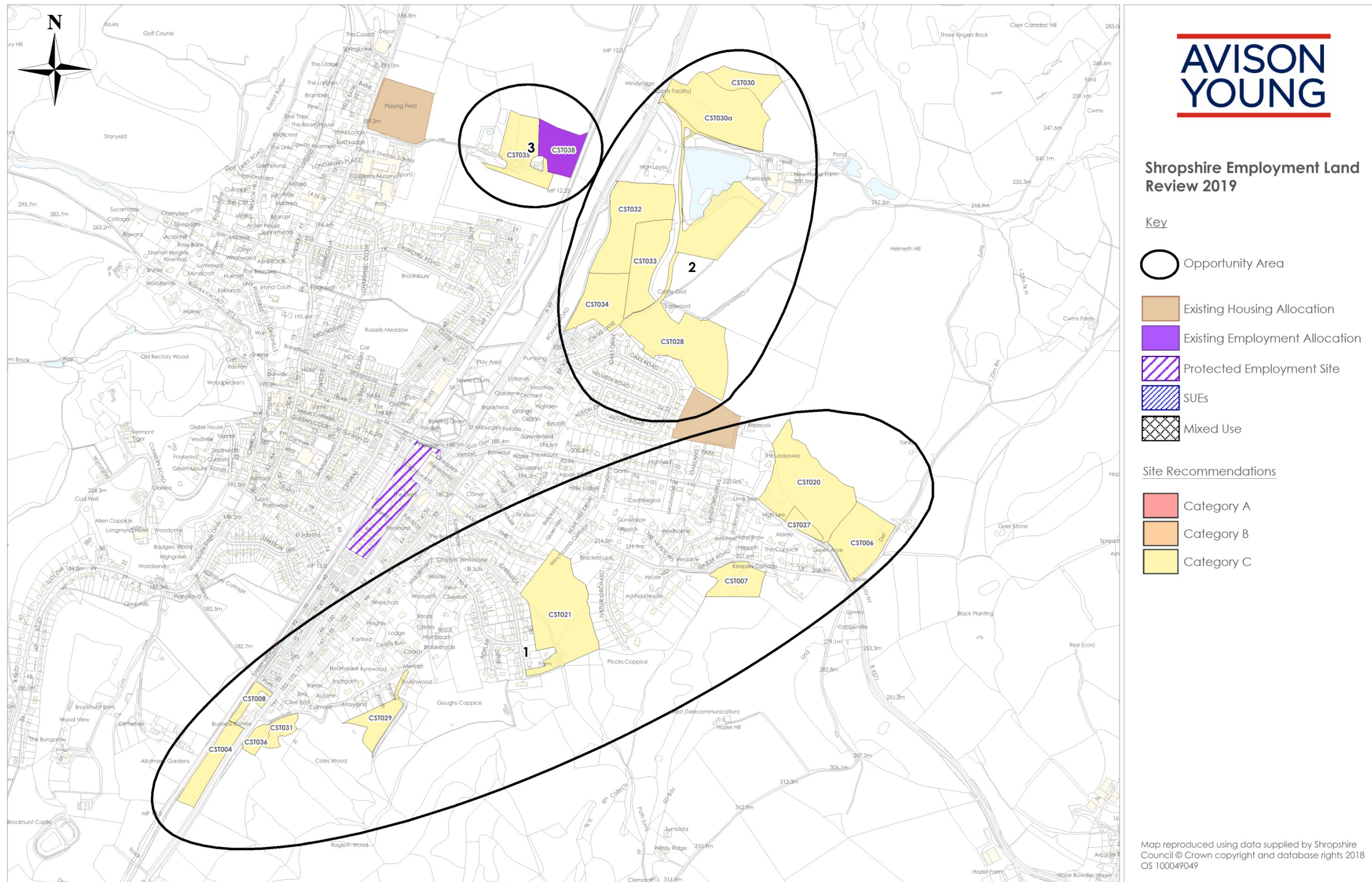
Please Note: Figures are rounded to whole numbers.

- 13.3 In the development strategy of the Local Plan Review, Church Stretton will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County taking into account the prominence of the town on the A49 as part of the strategic road network and the character and historic significance of the town and its important setting in the Area of Outstanding Natural Beauty.
- 13.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Church Stretton, through the provision of around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.
- 13.5 Whilst around 1 hectare of employment land is already committed in the town, it is expected that a current permission will lead to this land being developed for educational purposes as permitted in the current strategic policy of the adopted Core Strategy. Nevertheless, further employment allocations are not proposed in Church Stretton as it is considered that the preferred level of employment development will be achieved through windfall development consistent with criteria-based policies in the emerging Local Plan Review.

Summary of Findings

- 13.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 13.1: Type and Location of Employment Land, Church Stretton



Shropshire Employment Land Review 2019

Key

- Opportunity Area
- Existing Housing Allocation
- Existing Employment Allocation
- Protected Employment Site
- SUEs
- Mixed Use

Site Recommendations

- Category A
- Category B
- Category C

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Church Stretton - Site Recommendations

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- 13.7 The assessment of employment land supply in Church Stretton identified three Opportunity Areas each of which contain a number of sites shown in Figure 13.1. The site recommendations drawn from the assessment of these sites are shown in Figure 13.1 using the colour coded legend presented on the map.
- 13.8 Table 13.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Church Stretton that has been identified in the study. Table 13.2 shows how the sites in Figure 13.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Church Stretton identified in Table 13.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 13.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	1
Category B land (from ELR) ²	0

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
- 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
- 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
- 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.

- 13.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Church Stretton between 2016 and 2036 (Table 13.1) of some 3ha. With only 1ha committed and with the delivery of this land for employment use now uncertain, this leaves a shortfall of more than 2ha and the Council will look to windfall sites to meet this requirement.
- 13.10 The findings of this ELR, presented in Table 13.2, conclude that 1ha is suitable for employment use (the existing employment allocation site CST038) and that there is no Category B employment land deemed suitable for further consideration by the Council.
- 13.11 However, it is notable that:
- only Area 3 provides any potential capacity and we identify the existing allocated site (CST038) as suitable for employment use.
 - Our analysis did not identify any Category B sites that could be considered by the local planning authority for employment use. This is most likely indicative of both low levels of demand for employment land and a lack of willingness to provide land (due to low yields and long pay back periods) on the part of investors in commercial land and property.

- Where demand to invest in commercial land and property in Church Stretton is expressed, it would be necessary for the investor to justify the release of their land for employment development. This justification should show how the need for local employment opportunities and the benefits of delivering a sustainable pattern of development would outweigh the conclusions in this study about the suitability, or otherwise, of land around the town for employment development.
- We appreciate that the Council are looking for windfall sites to accommodate the shortfall in land for employment development and expect that any employment land would be located in close proximity to the built form of the town or through intensification of the existing provision of commercial land and property within the town i.e. the protected employment site located in the centre of Church Stretton.

14. Cleobury Mortimer

- 14.1 This section provides an overview of the key findings from the assessment of employment sites in Cleobury Mortimer. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 14.2 Table 14.1 provides information on the employment land requirement identified for the Key Centre of Cleobury Mortimer in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Cleobury Mortimer with the preferred housing guideline figure of 200 dwellings for the period between 2016 and 2036.

Table 14.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	2
Commitments and allocations as at 31st March 2017 in Preferred Sites document	1
Employment land shortfall	TBC
Employment land to be allocated	TBC
Balance/Windfall allowance	TBC

Source: Shropshire Council, 2019

*Of these commitments and allocations, 0ha of land is re-considered within the SLAA.

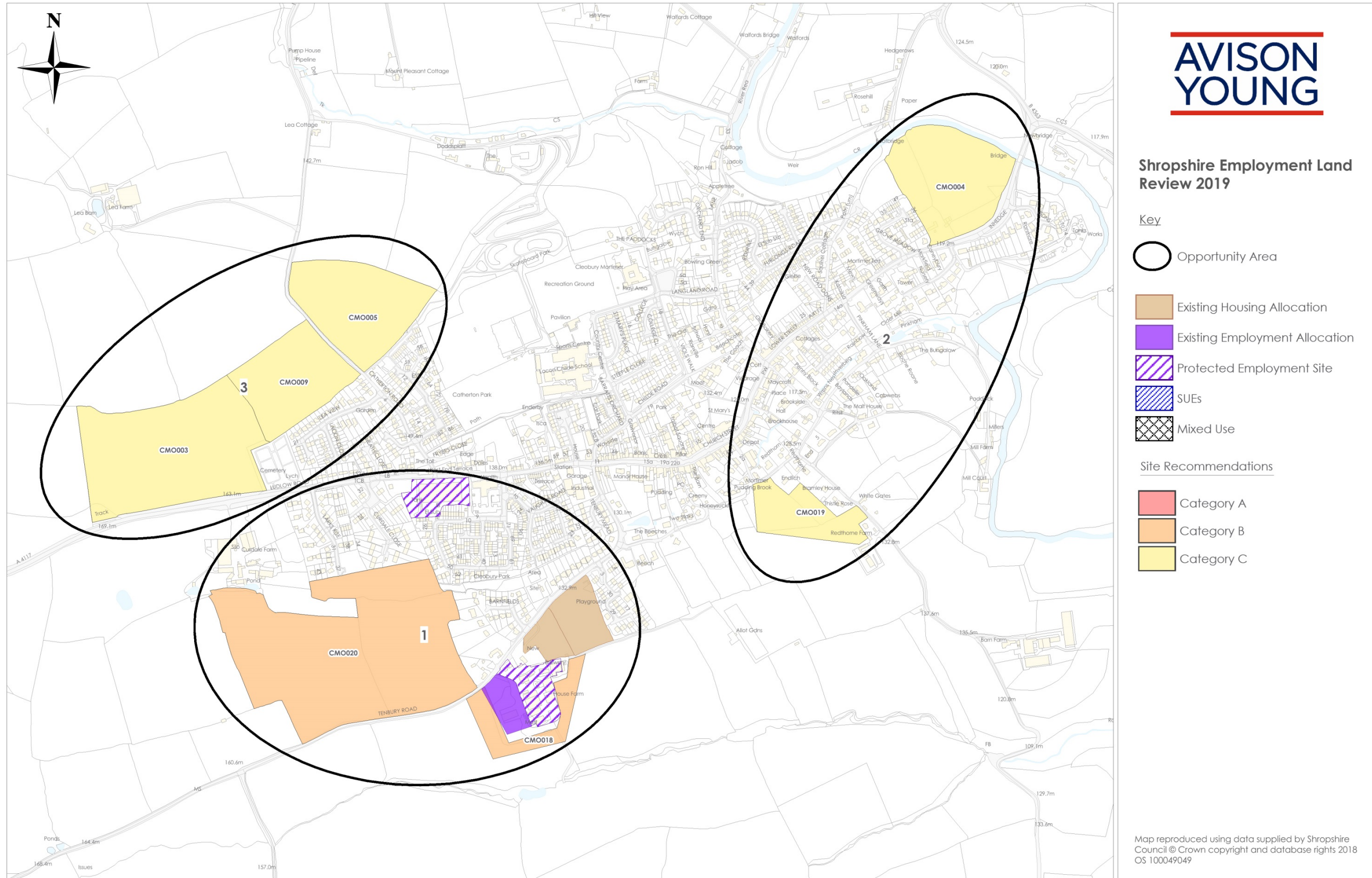
Please Note: Figures are rounded to whole numbers.

- 14.3 In the preferred development strategy of the Local Plan review, Cleobury Mortimer will act as a Key Centre contributing towards the strategic growth objectives in the south of the County. There is already, around 1 hectare of employment land committed in Cleobury Mortimer and a further 1 hectare of land for development will need to be delivered during the period to 2036.
- 14.4 Cleobury Mortimer Town Council is in the early stages of developing a Neighbourhood Plan for the town that will align with the Local Plan period to 2036. Shropshire Council continues to have a role in providing strategic planning policies for the area, and in discussion with the Town Council the Local Plan Review has provided the overall housing and employment guidelines for Cleobury Mortimer. It will be the role of the Neighbourhood Plan to subsequently determine where this development should be located and to provide additional policies on how this growth should be managed in order to deliver a sustainable pattern of development in the town. This could include identifying a development boundary for the town to contain the specific site allocations for development.
- 14.5 The Neighbourhood Plan will need to be in general conformity with the strategic policies of the Local Plan Review. Shropshire Council will support the Town Council in the preparation of their Neighbourhood Plan.

Summary of Findings

- 14.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 14.1: Type and Location of Employment Land, Cleobury Mortimer



Cleobury Mortimer - Site Recommendations

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- 14.7 The assessment of employment land supply in Cleobury Mortimer identified three Opportunity Areas each of which contain a number of sites shown in Figure 14.1. The site recommendations drawn from the assessment of these sites are shown in Figure 14.1 using the colour coded legend presented on the map.
- 14.8 Table 14.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Cleobury that has been identified in the study. Table 14.2 shows how the sites in Figure 14.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Cleobury Mortimer identified in Table 14.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 14.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	1
Category A land suitable for employment use (from ELR) ²	0
Category B land (from ELR) ²	13

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
- 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
- 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
- 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.

- 14.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Cleobury Mortimer between 2016 and 2036 (Table 14.1) of some 2ha. With only 1ha committed this leaves a shortfall of around 1ha, the method by which this additional guideline is achieved will be confirmed through the Neighbourhood Plan process.
- 14.10 The findings of this ELR, presented in Table 14.2, conclude that there is no additional land (outside the existing allocations) that is suitable for employment use. There is however, around 13ha of Category B employment land that is deemed suitable for further consideration by the Council and which could provide additional employment land during the period of the emerging Local Plan review (2016-36). This would more than resolve the shortfall in the employment land supply. These sites could represent local employment opportunities.
- 14.11 However, it is notable that:
- Area 1 has been identified as having potential to expand the existing employment area and should be considered by the local planning authority and/or Neighbourhood Plan Group for employment use as part of a long term vision for the employment offering in the town.
 - As there is relatively limited demand in Cleobury Mortimer, we recommend that the scale of the allocation be informed by market intelligence. Whilst the larger site located to the north of the highway in Area 1 does have long term potential, initially we consider that there is a greater likelihood of the site to the south of the highway in Area 1 being developed to provide additional capacity/intensification in close proximity to the protected employment site and existing employment allocation serving the town.

15. Craven Arms

- 15.1 This section provides an overview of the key findings from the assessment of employment sites in Craven Arms. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 15.2 Table 15.1 provides information on the employment land requirement identified for the Key Centre of Craven Arms in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Craven Arms with the preferred housing guideline figure of 500 dwellings for the period between 2016 and 2036.

Table 15.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	5
Commitments and allocations as at 31st March 2017 in Preferred Sites document	14
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

*Of these commitments and allocations, 14ha of land is re-considered within the SLAA.

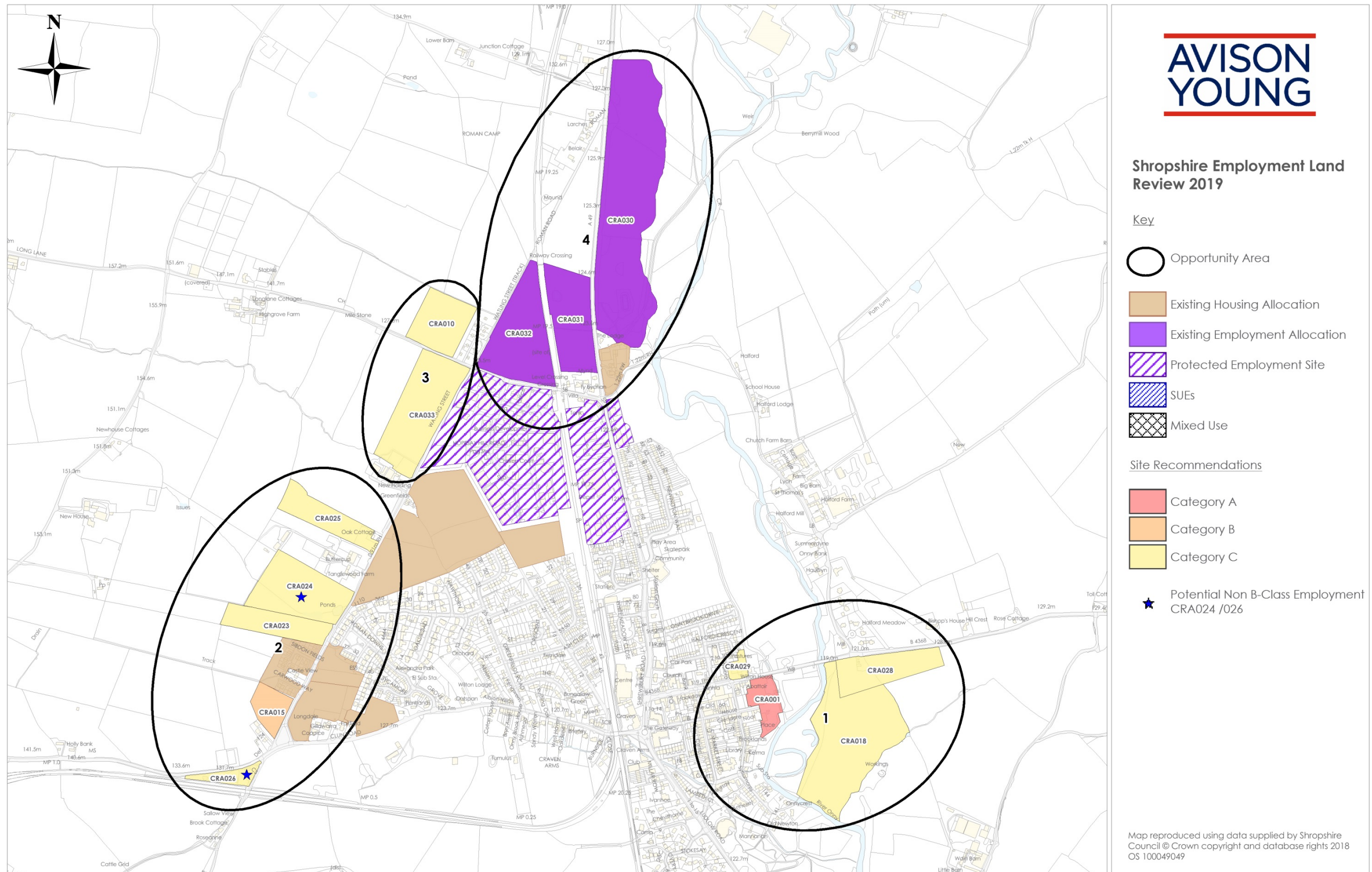
Please Note: Figures are rounded to whole numbers.

- 15.3 In the preferred development strategy of the Local Plan Review, Craven Arms will act as a Key Centre and contribute towards the strategic growth objectives in the south of the County.
- 15.4 Around 14 hectares of employment land is already committed to the north of the town so there is no requirement to identify any additional employment land in the period to 2036. The current provision will bring about the relocation and expansion of an important local employer and will permit the expansion of the existing Craven Arms Business Park to improve the commercial investment and employment offer of the town. No further employment land therefore needs to be identified to support the employment development objectives for the town.

Summary of Findings

- 15.5 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 15.1: Type and Location of Employment Land, Craven Arms



Craven Arms - Site Recommendations

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- 15.6 The assessment of employment land supply in Craven Arms identified three Opportunity Areas each of which contain a number of sites shown in Figure 15.1. The site recommendations drawn from the assessment of these sites are shown in Figure 15.1 using the colour coded legend presented on the map.
- 15.7 Table 15.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Craven Arms that has been identified in the study. Table 15.2 shows how the sites in Figure 15.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Craven Arms identified in Table 15.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 15.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	15.5
Category B land (from ELR) ²	1

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 15.8 The ongoing Local Plan Review identifies a preferred employment land guideline for Craven Arms between 2016 and 2036 (Table 12.1) of some 5ha. There is already 14ha of employment land committed/allocated in Craven Arms to fulfil this requirement.
- 15.9 The findings of this ELR, presented in Table 15.2, conclude that 15.5ha is suitable for employment use (largely comprising the existing employment allocations). There is a further 1ha of Category B employment land deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36). These sites could represent local employment opportunities.
- 15.10 However, it is notable that:
- The allocated sites in Area 4 (CRA030, 031 & 032) to the north of the town were all identified in our assessment as being suitable for employment use and will provide critical mass and intensification of this employment location through the offer of additional capacity.
 - Our assessment identified that there is a site (CRA001) suitable for employment use (although this site is an existing employment use) to the east of the settlement in Area 1 and a site (CRA15) to the south in Area 2 that might be considered further as additional employment land.
 - As there is limited demand in Craven Arms and it is recommended that the scale of future provision be informed by market intelligence.

16. Ellesmere

- 16.1 This section provides an overview of the key findings from the assessment of employment sites in Ellesmere. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 16.2 Table 16.1 provides information on the employment land requirement identified for the Key Centre of Ellesmere in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Ellesmere with the preferred housing guideline figure of 800 dwellings for the period between 2016 and 2036.

Table 16.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	8
Commitments and allocations as at 31st March 2017 in Preferred Sites document	9
Employment land shortfall	0
Employment land to be allocated	0
Balance/Windfall allowance	0

Source: Shropshire Council, 2019

*Of these commitments and allocations, 9ha of land is re-considered within the SLAA.

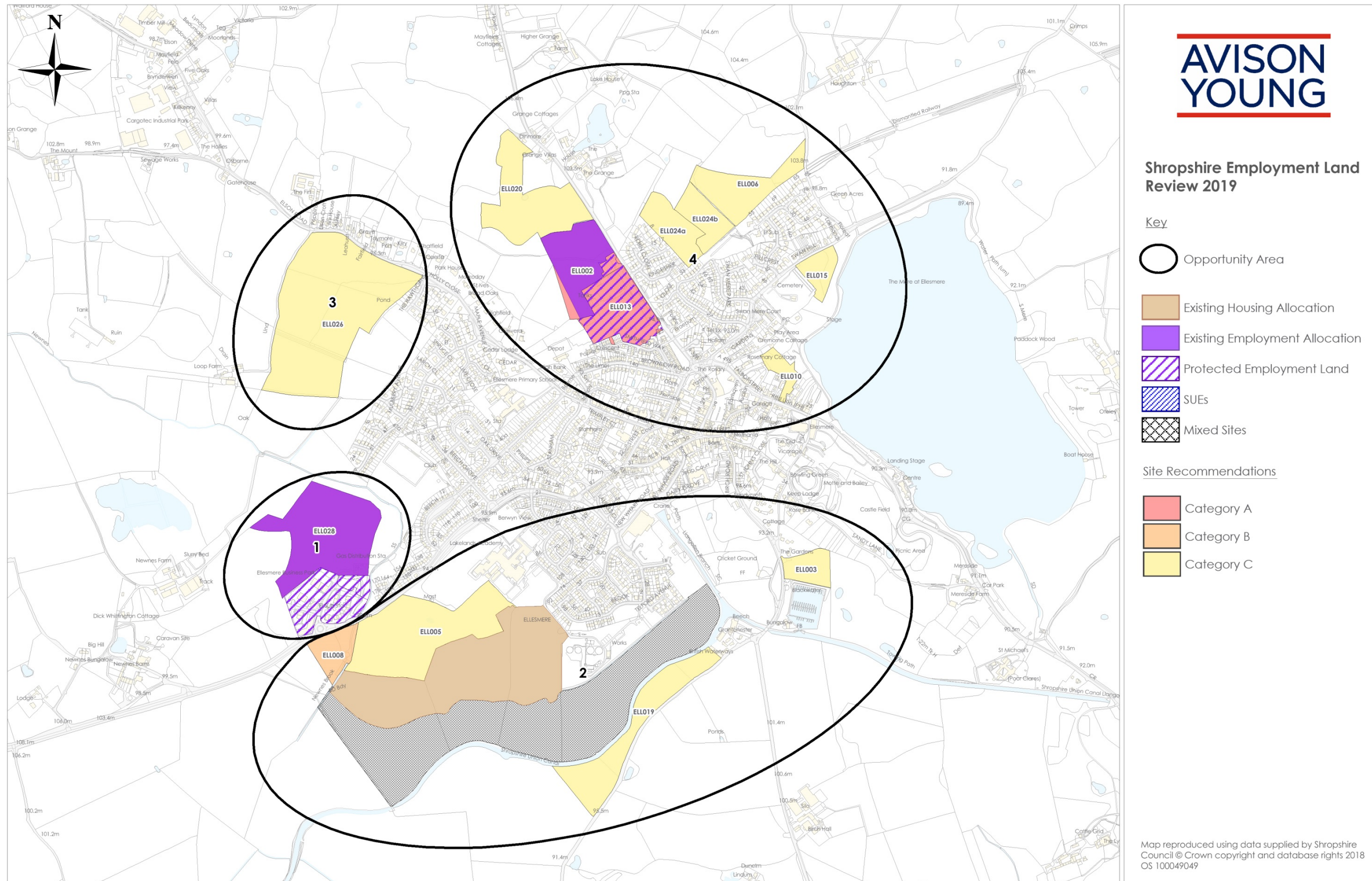
Please Note: Figures are rounded to whole numbers.

- 16.3 In the preferred development strategy of the Local Plan Review, Ellesmere will act as a key centre and contribute towards the strategic growth objectives in the north-west of the County. The role of Ellesmere as an employment centre will be best served through the delivery of the existing employment opportunities in the town.
- 16.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Ellesmere, through the provision of around 800 dwellings and around 8 hectares of employment development between 2016 and 2036.
- 16.5 Around 9 hectares of employment land is already committed in Ellesmere, through planning permission, prior approval and site allocations which will facilitate the expansion of the existing Ellesmere Business Park and support the continuing expansion or investment potential of the campus of a key local employer. No further employment land therefore needs to be identified to support the employment development objectives for the town.

Summary of Findings

- 16.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 16.1: Type and Location of Employment Land, Ellesmere



Ellesmere - Site Recommendations

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- 16.7 The assessment of employment land supply in Ellesmere identified four Opportunity Areas each of which contain a number of sites shown in Figure 16.1. The site recommendations drawn from the assessment of these sites are shown in Figure 16.1 using the colour coded legend presented on the map.
- 16.8 Table 16.2 draws together these recommendations from the assessment of employment land supply for the total quantum of land in Ellesmere that has been identified in the study. Table 16.2 shows how the sites in Figure 16.1 identified as either Category A or Category B may help to achieve the employment land requirement for Ellesmere identified in Table 16.1. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 16.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	12.5
Category B land (from ELR) ²	1.5

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 16.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Ellesmere between 2016 and 2036 (Table 16.1) of some 8ha. There is already 9ha of land identified in Ellesmere as commitments/allocations which is sufficient to achieve this employment guideline.
- 16.10 The findings of this ELR, presented in Table 16.2, conclude that 12.5ha of land is suitable for employment use (consisting of existing allocations and protected employment sites) and that a further 1.5ha of Category B employment land is deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36). These sites could represent local employment opportunities.
- 16.11 However, it is notable that:
- Our assessment identified the allocated site (ELL028) in Area 1 as being suitable for employment use and this is a logical extension to the protected employment land adjacent to it. We also identified site ELL008 in Area 2 is a potential site for further consideration given its adjacency to the employment areas to the north.
 - We also identified the suitability of the allocated site (ELL002) and protected employment site (ELL013) in Area 4 for employment use as they provide opportunities for the extension and intensification of employment activities in this location.
 - Ellesmere has both limited demand and viability constraints due to low yields and long pay back periods which impact upon levels of delivery. It is recommended that the scale of any additional future provision be informed by market intelligence.

17. Highley

- 17.1 This section provides an overview of the key findings from the assessment of employment sites in Highley. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 17.2 Table 17.1 provides information on the employment land requirement identified for the Key Centre of Highley in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Highley with the preferred housing guideline figure of 250 dwellings for the period between 2016 and 2036.

Table 17.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	3
Commitments and allocations as at 31 st March 2017 in Preferred Sites document	2
Employment land shortfall	1
Employment land to be allocated	0
Balance/Windfall allowance	1

Source: Shropshire Council, 2019

*Of these commitments and allocations, 0ha of land is re-considered within the SLAA.

Please Note: Figures are rounded to whole numbers.

- 17.3 In the preferred development strategy for the Local Plan Review, Highley will act as a Key Centre and contribute towards the strategic growth objectives in the east of the County. Highley performs an extremely important role due to the relative isolation of the town along the River Severn corridor. The town is seeking to overcome the constraints caused by the distance from the main transport networks and the town's limited employment offer.
- 17.4 The Local Plan Review will seek to achieve balanced housing and employment growth in Highley, through the provision of around 250 dwellings and around 3 hectares of employment development between 2016 and 2036.
- 17.5 Around 2 hectares of employment land is already committed in Highley, through planning permission, prior approval or site allocation. Therefore, a minimum of 1 hectare of additional employment land will need to be identified to achieve the preferred level of employment development in the settlement.
- 17.6 No employment allocations are proposed as it is considered that appropriate employment development will be achieved through windfall development consistent with criteria-based policies in the Local Plan to deliver the preferred level of employment development in the town.

Summary of Findings

- 17.7 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 17.1: Type and Location of Employment Land, Highley



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Key

-  Opportunity Area
-  Existing Housing Allocation
-  Existing Employment Allocation
-  Protected Employment Site
-  SUEs
-  Mixed Use

Site Recommendations

-  Category A
-  Category B
-  Category C

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Highley - Site Recommendations

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- 17.8 The assessment of employment land supply in Highley identified two Opportunity Areas each which contain a number of sites shown in Figure 17.1. The site recommendations drawn from the assessment of these sites are shown in Figure 17.1 using the colour coded legend presented on the map.
- 17.9 Table 17.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Highley that has been identified in the study. Table 17.2 shows how the sites in Figure 17.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement for Highley identified in Table 17.1. Information on each Opportunity Area/site is provided at Appendix 1.

Table 17.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	2
Category A land suitable for employment use (from ELR) ²	0
Category B land (from ELR) ²	0

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
- 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
- 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
- 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.

- 17.10 The ongoing Local Plan Review identifies a preferred employment land guideline for Highley between 2016 and 2036 (Table 12.1) of some 3ha. There are already 2ha of land committed which leaves a shortfall of 1ha that is expected to be met through windfall sites.
- 17.11 It is notable that:
- There is one protected employment site located to the south of the settlement currently being used as workshops. Any additional employment offering is likely to come through windfall sites in proximity to this site.
 - Highley is very much a secondary location with limited market demand for employment. No specific sites were identified through the assessment as being suitable for B class employment use. It may be there is an opportunity to consider other forms of employment use within the settlement, such as service provision.

18. Much Wenlock

- 18.1 This section provides an overview of the key findings from the assessment of employment sites in Much Wenlock. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 18.2 Table 18.1 provides information on the employment land requirement identified for the Key Centre of Much Wenlock in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Much Wenlock with the preferred housing guideline figure of 150 dwellings for the period between 2016 and 2036.

Table 18.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	2
Commitments and allocations as at 31st March 2017 in Preferred Sites document	0.5
Employment land shortfall	1.5
Employment land to be allocated	0
Balance/Windfall allowance	1.5

Source: Shropshire Council, 2019

*Of these commitments and allocations, 0.5ha of land is re-considered within the SLAA.

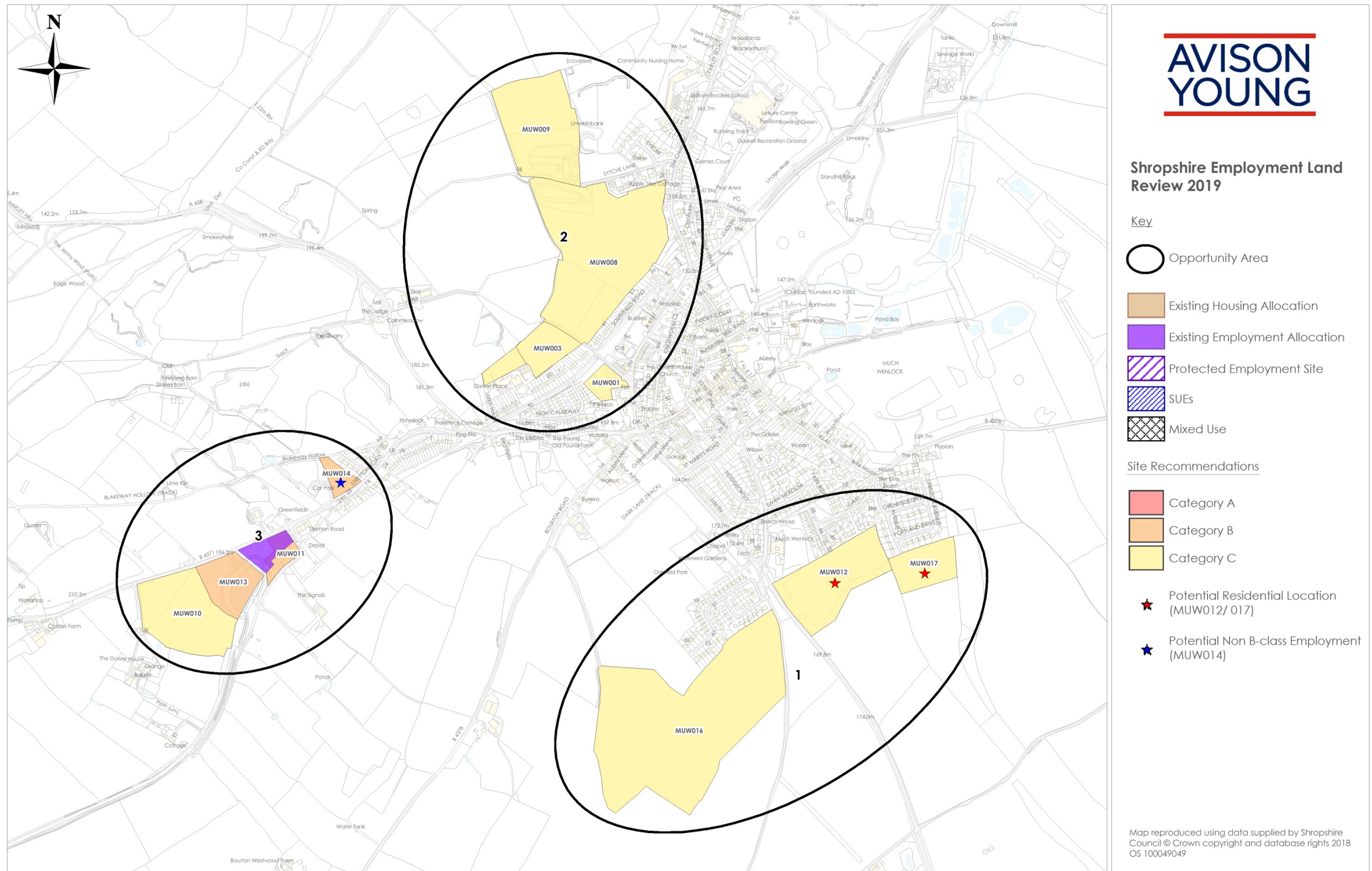
Please Note: Figures are rounded. Capacity of the allocated site reduced as a result of provision of an attenuation pond on part of the site.

- 18.3 In the preferred development strategy of the Local Plan Review, Much Wenlock will act as a Key Centre and contribute towards the strategic growth objectives in the east of the County. The preferred development in Much Wenlock will balance the need for additional housing and employment by accommodating around 150 dwellings and around 1.5 hectares of employment development between 2016 and 2036.
- 18.4 There is already around 0.5 hectares of employment land committed in Much Wenlock therefore, proposals to develop a minimum of 1.5 hectares of additional employment land will be supported.
- 18.5 No employment allocations are proposed as it is considered that appropriate employment development will be achieved through windfall development consistent with criteria-based policies in the Local Plan to deliver the preferred level of employment development in the town.

Summary of Findings

- 18.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 18.1: Type and Location of Employment Land, Much Wenlock



Much Wenlock - Site Recommendations

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- 18.7 The assessment of employment land supply in Much Wenlock identified three Opportunity Areas each of which contain a number of sites shown in Figure 18.1. The site recommendations drawn from the assessment of these sites are shown in Figure 18.1 using the colour coded legend presented on the map.
- 18.8 Table 18.2 draws together these recommendations from the assessment of employment land supply for the total quantum of land in Much Wenlock that has been identified in this study. Table 18.2 shows how the sites in Figure 18.1 identified as either Category A or Category B may help to achieve the employment land requirement for Much Wenlock identified in Table 18.2. Information on the assessment of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 18.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	0
Category B land (from ELR) ²	3

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 18.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Much Wenlock between 2016 and 2036 (Table 18.1) of some 2ha. There are already 0.5ha of land committed in Much Wenlock and this leaves a shortfall of around 1.5ha.
- 18.10 The findings of this ELR, presented in Table 18.2, conclude that there is no suitable land for employment use at present but that 3ha of Category B employment land is deemed suitable for further consideration by the Council and could provide additional employment land during the period of the emerging Local Plan review (2016-36) which could contribute to addressing the identified employment land shortfall. These sites could represent local employment opportunities.
- 18.11 However, it is notable that:
- Around 3ha of Category B land (including existing employment allocation, site MUW011) in Area 3 should be considered by the local planning authority. This extension to the allocated site (MUW011) and the adjacent site (MUW013) offer a logical extension to this employment area and subject to demand, this could provide the critical mass for the development of this gateway location.
 - Given the limited demand for employment land within Much Wenlock, it is recommended that the scale of future employment land provision be informed by market intelligence.

19. Wem

- 19.1 This section provides an overview of the key findings from the assessment of employment sites in Wem. The preferred development strategy for the Local Plan Review provides a relevant context for our opportunity area based assessments of employment land supply.

Local Plan Review Context

- 19.2 Table 19.1 provides information on the employment land requirement identified for the Key Centre of Wem in the Local Plan Review. This employment land requirement seeks to achieve 'balanced employment growth' for Wem with the preferred housing guideline figure of 600 dwellings for the period between 2016 and 2036.

Table 19.1: Summary of employment land requirements

Source	Hectares
Preferred employment land guideline 2016-2036	6
Commitments and allocations as at 31st March 2017 in Preferred Sites document	4
Employment land shortfall	2
Employment land to be allocated	0
Balance/Windfall allowance	2

Source: Shropshire Council, 2019

*Of these commitments and allocations, 4ha of land is re-considered within the SLAA.

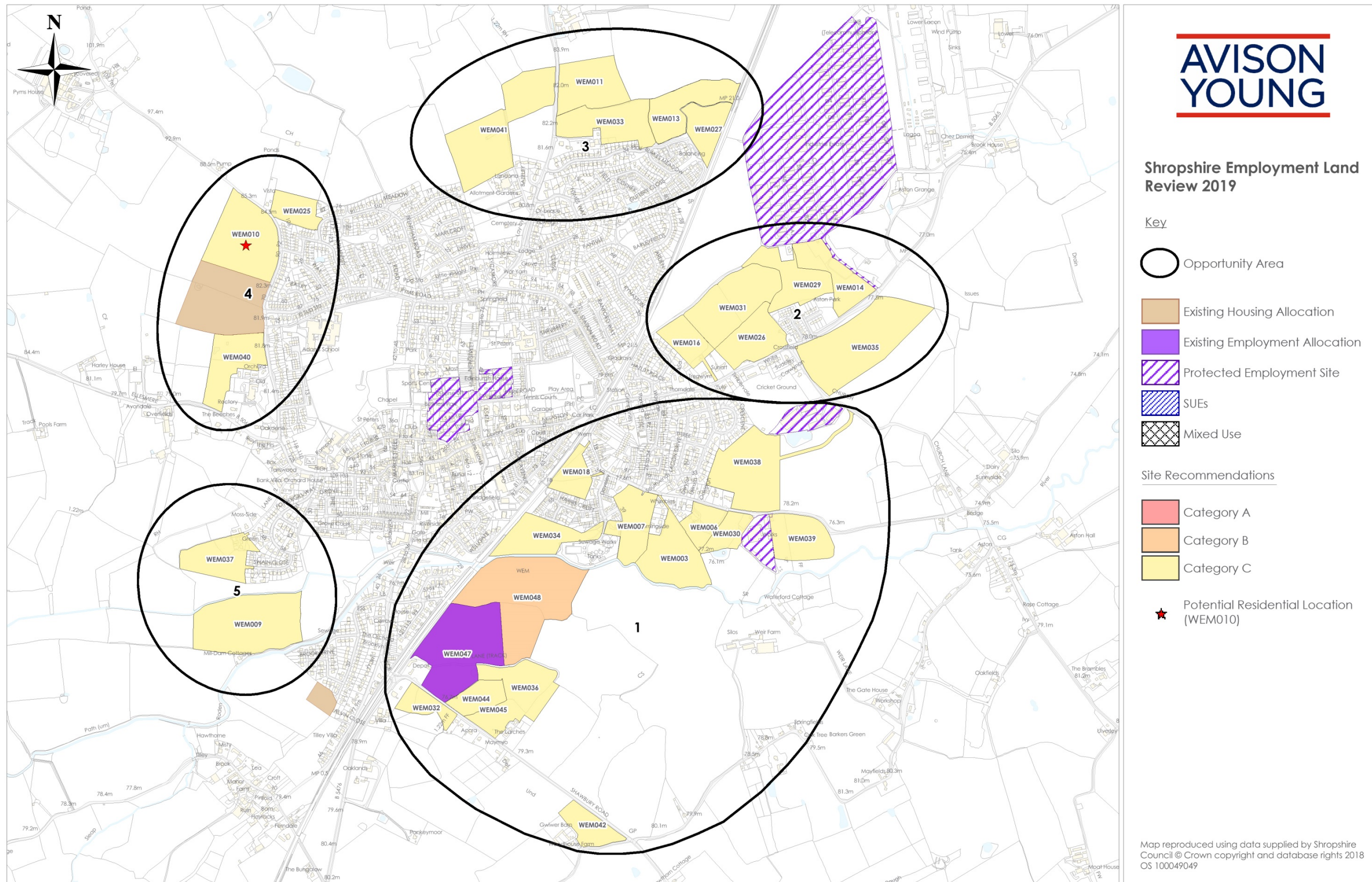
Please Note: Figures are rounded to whole numbers.

- 19.3 In the preferred development strategy of the Local Plan, Wem has been identified as a Key Centre and contributes towards the strategic growth objectives in the north-east of the County.
- 19.4 The Local Plan Review will seek to achieve balanced housing and employment growth within Wem through the provision of around 600 dwellings and around 6 hectares of employment development between 2016 and 2036.
- 19.5 There are already around 4 hectares of employment land committed in the town. No employment allocations are proposed as it is considered that appropriate employment development will be achieved through windfall development consistent with criteria-based policies in the Local Plan to deliver the preferred level of employment development in the town

Summary of Findings

- 19.6 We provide overleaf a plan showing our recommendations by Opportunity Area for the sites assessed as part of this study for future employment land supply in this centre.

Figure 19.1: Type and Location of Employment Land, Wem



Wem - Site Recommendations

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- 19.7 The assessment of employment land supply in Wem identified five Opportunity Areas each of which contain a number of sites shown in Figure 19.1. The site recommendations drawn from the assessment of these sites are shown in Figure 19.1 using the colour coded legend presented on the map.
- 19.8 Table 19.2 below draws together these recommendations from the assessment of employment land supply for the total quantum of land in Wem that has been identified in the study. Table 19.2 shows how the sites in Figure 19.1 that are identified as either Category A or Category B sites may help to achieve the employment land requirement identified in Table 19.1. Information on the assessments of each of the Opportunity Areas/sites is provided at Appendix 1.

Table 19.2: Employment Land Review Findings

Source	Hectares
Land committed/allocated for employment that has not been considered within the ELR ¹	0
Category A land suitable for employment use (from ELR) ²	5.5
Category B land (from ELR) ²	7

Source: Avison Young, 2019

Please Note:

1. Information provided by Shropshire Council
 - 2a. Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B sites even though they already form part of the employment land supply for Shropshire
 - 2b. The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 3.1 are included as either Category A or Category B sites.
 - 2c. The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- 19.9 The ongoing Local Plan Review identifies a preferred employment land guideline for Wem between 2016 and 2036 (Table 19.1) of some 6ha. There are already 4ha of employment land committed in the town which leaves the remaining 2ha of the requirement to be provided through windfall sites.
- 19.10 The findings of this ELR, presented in Table 19.2, conclude that 5.5ha of land is suitable for employment use (including existing commitments/allocations) and that 7ha of employment land is deemed suitable for further consideration by the Council and which could provide additional employment land during the period of the emerging Local Plan review (2016-36). This would resolve the employment land shortfall. These sites could represent local employment opportunities.
- 19.11 However, it is notable that:
- The study shows that Area 1 accommodates two sites appropriate for employment uses, of which site WEM047 is an existing employment allocation which is suitable for such use and the other (WEM048) is identified for consideration as additional employment land. WEM048 is a logical extension to the existing allocated site and subject to demand and management of constraints resulting from highway/railway interaction within the town, could create critical mass in this gateway location.
 - Whilst these two sites are well located next to the highway there are highway constraints within the town. Due to the size and location of Wem and the scale of demand for any additional employment land, beyond existing commitments, it is recommended that the scale of future employment land provision be informed by market intelligence.

20. Conclusions and Recommendations

20.1 This section sets out the Study's conclusions from a strategic perspective and for each settlement. It provides advice on the implications for the overall quantum of employment land supply and makes recommendations on further measures to achieve the Council's corporate economic growth objectives.

Strategic

20.2 Given the Council's clearly expressed growth aspirations and the latent market demand in key locations, it is considered that the timing and conditions are right for Shropshire to drive forward their corporate economic growth objectives. It will be necessary to bring forward strategic and local employment sites to meet market demand and to diversify the economy by drawing in occupiers in higher value sectors to drive an increase in the economic productivity and to retain talent within the County.

20.3 Reflecting on the findings of this study, the M54 Growth Corridor Study and other available evidence it is apparent that employment land opportunities can be divided into three categories: strategic, significant local and other local opportunities.

20.4 Key locations for strategic employment opportunities include:

- The Strategic Centre of Shrewsbury: Due to the size, location, prominence and critical mass of existing employment within the town, Shrewsbury offers the opportunity to attract strategic employers. These opportunities are particularly prevalent at transport nodes around the town and in proximity to existing employment areas; and/or
- Nodes on strategic corridors: Sites which benefit from direct access and visibility from strategic corridors, for example adjacent to strategic road junctions/roundabouts.

20.5 Key locations for significant local employment opportunities include:

- Principal and targeted Key Centres on strategic corridors: Particularly Shifnal and Albrighton on the M54/A5 corridor; Whitchurch and Market Drayton on the A41 corridor; Ludlow on the A49 corridor; Oswestry on the A5 corridor; and the cluster of activities and key sectors in Bridgnorth on the A454/A458 corridor. Significant local employment opportunities are located adjacent to existing employment areas (where there is a critical mass to support further employment provision) and/or at local transport nodes i.e. adjacent to strategic road junctions/roundabouts, proposed new routes providing clear visibility to passing trade in locations that are already suitable, market facing and deliverable.

20.6 Key locations for other local opportunities include:

- Key centres: In the main, these opportunities are located adjacent to existing employment areas (where there is a critical mass to support further employment provision) and/or at local transport nodes i.e. adjacent to strategic or local road junctions/roundabouts, proposed new routes providing clear visibility to passing trade in locations that are already suitable, market facing and deliverable.

20.7 Of the strategic corridors present in Shropshire, the M54 corridor is the most prominent forming a gateway into Shropshire offering connectivity to the West Midlands and critical mass resulting from the presence of nationally significant education, training and employment opportunities. Further evidence of this is provided in the M54 Growth Corridor Strategic Options Study (June 2019) also produced by Avison Young.

20.8 Other strategic corridors may also increase in significance with the development of HS2 through to Crewe which is likely to strengthen the strategic linkages along the A41, A49 and A53 between Shropshire and

neighbouring Metropolitan Authorities, Counties and Regions. The potential dualling of the A5 would also raise the significance of the A5/A483 corridor, continuing from the M54, through Shrewsbury and linking to Oswestry on the commercial transport route to west coast ports. This would be assisted by the anticipated delivery of the Shrewsbury North-West Relief Road. This corridor is also supported by the significance of the A49 as the principal north-south corridor through Shropshire and assisting transport movements through Wales. The strategic highway network through Shrewsbury and Oswestry also offers faster linkages with the national motorway network into the north-west region.

20.9 To inform the ongoing Local Plan Review, a Green Belt Review is being undertaken. This once in a generation review represents a particular opportunity for both strategic and significant local employment provision in Shropshire, as areas within the Green Belt are especially attractive to the employment market, offering a high degree of surety over the viability of investment given proximity to the conurbation and the anticipated uplift in land values. For instance:

- The M54 corridor, passing through the Shropshire Green Belt, is the key growth Corridor for both employment and residential development offering strong transport links, critical mass from the presence of nationally significant education, training and employment opportunities and strategic and local employment opportunities.
- The Principal and Key Centres within the Shropshire Green Belt offer considerable potential for significant local employment provision, but have experienced lower rates of economic growth in the past, this could partly be due to their presence within or adjacent to the Shropshire Green Belt. For instance:
 - Bridgnorth is attractive to the local employment market where demand could be addressed through Green Belt land release.
 - Shifnal has the locational advantage being located within the M54 corridor with access to both M54 Junctions 3 and 4 and with local access into the adjacent A41 corridor.
 - Albrighton benefits from its position on the A41 and proximity to the strategic site of RAF Cosford.

20.10 Shropshire Council needs to drive forward their ambitious economic growth plans for the County. They will need to deliver a balance of local and strategic employment sites in their Local Plan review through either preferred allocations, policy for windfall employment development or in the case of locations within the Green Belt, safeguarding of land for future development. It will be essential that the strategic employment offer in Shropshire is appropriately located (to ensure high visibility and connectivity), complementary to and not in direct competition with the offer in neighbouring areas and similarly complementary to local employment opportunities. Local employment opportunities should be provided in locations that are market facing, benefit from good access and visibility and complement any strategic employment offer.

20.11 Anecdotal market evidence indicates latent demand for 'fit for purpose' employment land at key locations to create local and strategic opportunities to meet the needs of investors and a range of employers, consistent with the objectives identified in the Shropshire Economic Growth Strategy.

20.12 This must be supported through the provision of appropriate housing opportunities, for which there will be continued demand, in order to provide appropriate opportunities to accommodate employees and to capture the benefits of Shropshire's housing market, supported by an attractive natural and historic environment and the offer of other quality of life benefits in the County.

The Settlements

- 20.13 The sites that are most suitable for employment use (Category A) are, in the main, located adjacent to existing employment areas (where there is a critical mass to support further employment provision) and/or at key infrastructure nodes i.e. adjacent to strategic road junctions/roundabouts, proposed new routes which provide clear visibility to passing trade and are in locations that are suitable, market facing and deliverable.
- 20.14 The Category B sites are on the whole located adjacent to existing employment areas, along strategic infrastructure corridors or part of growth areas, in highly accessible locations with visibility to strategic and local highways. This is a key consideration for investors and for occupiers seeking additional space given the importance of accessibility for staff and goods and the increased opportunity for advertising effectively and capturing a greater share of passing trade. A number of these sites still require an assessment of market demand and capacity to ensure that the scale of the employment land brought forward is appropriate to occupier requirements, is market facing, responds to demand and is suitable and deliverable.
- 20.15 The majority of sites assessed as being unsuitable for employment use (Category C) are identified as such due to key constraints particularly regarding visibility, accessibility and unsuitable adjacencies. These considerations are in addition to other material matters affecting the development of the land. Although, some of these sites may be potentially suitable for residential or non B class employment uses and we recommend that the Council gives further consideration to this.
- 20.16 It is important to ensure that an appropriate range and choice of sites are available to provide choice and competition within the market and to provide some surety about the delivery of a sustainable pattern of development across the County. To achieve this, it is recommended that a combination of certainty and flexibility is provided, for instance through the use of allocated sites (maintaining existing allocations and targeting additional allocations within deliverable and market facing locations that respond to the needs of the modern occupier) and through the use of appropriate windfall policy for employment development in the smaller centres of the County.
- 20.17 It should be recognised that some of the existing supply may not come forward due to a number of factors including inappropriate location, lack of demand, poor access, poor visibility, and not being market facing. It would be prudent moving forward to ensure only employment land in locations that are deliverable, market facing and respond to the needs of the modern occupier are brought forward. In the short term, given the provisions in the recently adopted SAMDev Plan, it will be appropriate to identify a sufficient supply of employment land with the flexibility to permit adjustments in the pattern of delivery to ensure that the scale of development required in the County will remain deliverable.
- 20.18 The Green Belt review undertaken as part of the Local Plan Review provides a 'once in a generation opportunity' to either release land from the Green Belt or to safeguard land for future employment use which might be brought forward in successive Local Plans to meet increasing demands. This will help to deliver the economic growth aspirations articulated in the Shropshire Economic Growth Strategy with the 'step change' in the delivery of employment development and the growth in economic productivity. Certain locations in the Green Belt are particularly attractive to the market and as such there is much greater certainty about their deliverability and the release of land around settlements and key investment locations in the east Shropshire are expected to be important to the achievement of the Shropshire Economic Growth Strategy.
- 20.19 We outline in Tables 20.1-20.3 below the employment land opportunities in each of the urban centres of the settlement hierarchy.

Table 20.1: Employment Land Opportunities in the Strategic Centre

Settlement	Opportunities
Shrewsbury	<p>A location attractive to both local and strategic employers with good potential within the pipeline of employment land offering the benefits of a larger urban centre and a good labour market both within the town and within a reasonable commuting distance.</p> <p>Considerable opportunities for the release and delivery of market facing employment land on the edge of the urban area. Specific target locations that occupiers seek are at key infrastructure nodes and gateway locations i.e. roundabouts/road junctions/new road schemes/adjacent to the strategic highway network all with good visibility for passing trade.</p> <p>Opportunities for expansion/intensification of existing employment areas will be driven by their critical mass and recognition in the market of the investment potential of these locations.</p>

Source: Avison Young, 2019

Table 20.2: Employment Land Opportunities in the Principal Centres

Settlement	Opportunities
Bridgnorth	<p>Extensive opportunities exists for the delivery of employment sites to meet the Local Plan Review aspirations and to help rebalance the local economy. The existing allocations to the west of the town adjacent to the A458 provide a key opportunity in this gateway location with good visibility and appeal to the market.</p> <p>The identification of a complementary employment offer to the east of the town (identified as part of a proposed mixed use 'garden settlement') is ambitious but reflects the opportunity of the town's location, the need to respond to latent market demand and the desire to express the ambition of the Council to drive economic growth in this location. The delivery of this opportunity will require the preparation of a fully justified 'exceptional circumstances' case for the required Green Belt release. Indeed, this 'garden settlement' would be an extremely attractive location given its proximity to a successful employment site at Stanmore Industrial Estate, with good access to and visibility from the highway network comprising the A458, A454 and the adjacent A442 establishing a new suburb to the town in a gateway location.</p>
Ludlow	<p>Expansion of the existing/protected employment sites to the east and west of the town in key market facing gateway locations adjacent to the strategic highway network and key infrastructure nodes provide excellent opportunities to build on the sustainable pattern of development within and adjoining the town particularly to capture the strong lead for future development provided by the Ludlow Eco-Park.</p> <p>Opportunities to the east of the town are likely to continue be more attractive to the market given the greater critical mass present and the higher connectivity and visibility to significant A49 corridor linking southwards to Herefordshire, the south-west and south Wales.</p>
Market Drayton	<p>Existing employment allocations are yet to be delivered but given their adjacency to protected employment sites and their location in a key gateway location to the north of the town they are considered attractive to the market and as such, are deliverable. The identified expansion land for the key local employer Muller Dairy (UK) will help drive the critical mass of the employment land provision in the centre and will intensify the employment offer in this key market facing location at the junction of the A41 and A53 strategic corridors.</p>

<p>Oswestry</p>	<p>Existing employment allocations are well located and should be considered as part of a long term vision for employment provision within the town. These sites are in key gateway locations to the north and east of the centre in market facing locations on the A5/A483 strategic corridor with existing employment areas/allocations around key infrastructure nodes/junctions. This could drive critical mass with appropriate infrastructure investment and as such would be attractive to the market.</p>
<p>Whitchurch</p>	<p>Existing allocations are yet to be delivered but these offer significant investment opportunities in the town.</p> <p>With regard to the allocation to the east of the centre, the intention to deliver an allocated site adjacent to the existing supply of land and premises at Waymills is logical and will drive critical mass at this location.</p> <p>The allocation to the south of the centre is in a key market facing, gateway location on a key node along the A41/A49 corridor in the strategic highway network. These locations will form part of the long term vision for the town and have the potential to tap into the demand expected to be generated by the HS2 infrastructure investment.</p> <p>Employment land to the west of the town also benefits from these conditions and could form part of the long term vision for the town in successive local planning regimes seeking to build on the twin connectivity of Whitchurch to the north-west and midland regions.</p>

Source: Avison Young, 2019

- 20.20 It is clear there is both opportunity and demand for the future provision of B class employment land in the Strategic Centre of Shrewsbury and the Principal Centres of Bridgnorth, Ludlow, Market Drayton, Oswestry and Whitchurch. This reduces in many of the Key Centres but is likely to be expressed more strongly in Shifnal and potentially Albrighton within the M54 corridor.
- 20.21 In other smaller Key Centres it is likely that there will be no significant demand for B class employment uses due to a combination of limited market demand and uncertain viability which might serve to constrain delivery. As such non B class employment opportunities might be considered as an alternative means of increasing and diversifying employment opportunities.
- 20.22 Nevertheless, the County has aspirations to drive forward a 'step change' in the economic fortunes of the County. These recognise the opportunities that might be created in settlements and at other key nodes along the motorway and strategic highway networks through the County. The strategy behind these aspirations recognises the potential of Shropshire's situation and the possibilities this creates to develop and support relationships between proposed strategic infrastructure investments within and close to the County and the latent demand and potential migratory influences of both the strategic land shortfalls in the West Midlands and the search for further growth opportunities in the NW driven by the Northern Powerhouse under the influence of the expanding HS2 network. This will enable Shropshire to create opportunities for growth to help satisfy the unmet needs of neighbouring areas and to capture the investment potential of supply chain demands of larger, more strategic growth points that are accessible to the County.

Table 20.3: Employment Land Opportunities in the Key Centres

Settlement	Opportunities
Albrighton	<p>There are no sites that are currently suitable for employment use. Any sites that are brought forward would be best located adjacent to the protected employment site and the A41 to the north east of the centre. This will create critical mass, provide access to and visibility from a strategic transport link and represents a gateway location which would be attractive to the market. Key considerations for the settlement are the Green Belt location, it's close proximity to the strategic investment location of RAF Cosford and the opportunities provided by this facility, and its proximity to Junction 3 of the M54 and the associated M54 Growth Corridor.</p>
Shifnal	<p>There is currently an imbalance between the residential and employment land uses in this settlement lending the town a distinctively 'dormitory' character. This assessment has shown that there is considerable opportunity to the east and south of the town, subject to the mitigation of constraints, to bring forward employment land to satisfy local market demand and contribute towards achieving a greater balance between residential and employment provision, meeting the needs of the community for local employment and fulfilling Shropshire's economic objectives of supporting growth in the M54 Growth Corridor.</p> <p>Key considerations will be the settlements Green Belt location, it's proximity to both Junctions 3 and 4 of the M54 and the opportunity this provides. This will require appropriate mitigation of constraints particularly highway solutions to improve accessibility and ease congestion within the town especially at key junctions. With regard to opportunities to the south of the town a highway solution is also required to open up the development sites and to create the potential for an expansion of the town to continue to serve its currently significant rate of growth.</p>
Bishop's Castle	<p>Sites to the east of the town offer the opportunity for logical extensions to existing protected/allocated employment sites. These provide opportunity to deliver critical mass in a key gateway location adjacent to the strategic highway network and at a key nodal point in this locality. Whilst there is demand in this location viability constrains delivery but it is possible that this settlement will effectively perform its Key Centre role for smaller settlements in the SW of the County. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities in the town and its hinterland.</p>
Broseley	<p>There are limited opportunities in this location apart from the potential to deliver critical mass around the protected employment site to the north of the centre. Viability will constrain delivery subject to the market's appetite to invest due to proximity to larger settlements and the potential for investment related to the re-development of the former Ironbridge Power Station site. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.</p>
Church Stretton	<p>There are limited opportunities in this location apart from the potential to focus further investment around the allocated employment site to the north of the town and/or for the intensification of the existing protected employment site. Viability will constrain delivery but where investment demand is expressed it will be necessary to justify how the benefits of this investment are sustainable and how the investment will mitigate for any impacts of the development. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.</p>

Cleobury Mortimer	Opportunity exists around sites to the south-west of the town for logical extensions to existing protected/allocated employment sites. These provide opportunity to deliver critical mass in a key gateway location adjacent to the strategic highway network. Viability constrains delivery due to the distance of the settlement from the strategic highway network. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.
Craven Arms	Opportunity exists to the north of the town where land is allocated for employment adjacent to the protected employment sites. These provide opportunity to deliver critical mass and intensification around existing employment areas and to facilitate the relocation and expansion of a key local employer. Viability constrains delivery but where investment demand is expressed it will be necessary to justify how the benefits of this investment are sustainable and how the investment will mitigate for any impacts of the development. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.
Ellesmere	Opportunity exists to the north and west of the town where land is allocated for employment adjacent to protected employment sites. These provide opportunity to deliver critical mass and intensification. Viability constrains delivery due to the distance of the settlement from the strategic highway network. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.
Highley	There is one protected employment site located to the south of the settlement and being used as workshops. Any additional employment offering is likely to come through windfall sites in proximity to this site. Viability constrains delivery due to the distance of the settlement from the strategic highway network and the relative isolation of the settlement in the River Severn corridor. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.
Much Wenlock	Opportunity exists to the west of the town for a logical extension to land allocated for employment that would provide opportunity to deliver critical mass and intensification in this gateway location. There may be an opportunity to consider non B class employment opportunities as a way to increase and diversify employment opportunities.
Wem	Opportunity exists to the south of the town for a logical extension to land allocated for employment that would provide an opportunity to deliver critical mass and intensification in this gateway location.

Source: Avison Young, 2019

Supply

- 20.23 This assessment of employment land supply has shown that there is sufficient land available to meet the identified shortfalls in all Strategic, Principal and Key Centres apart from Church Stretton and Highley (both 1 ha short) which will need to be found from future windfall sites. However, delivery of employment within all the other settlements is likely to be best achieved through a combination of site allocations to provide certainty and also through appropriate windfall policies to provide choice, competition and flexibility.

20.24 Table 20.4 below summarises the outcome of this assessment compared against the Council's employment land guideline, commitments, shortfall and allocation targets.

Table 20.4: Employment Land Supply (hectares)

Settlement	Council data				ELR Assessment		
	Employment land guideline	Commitments/all allocations as of 31/03/17	Employment land shortfall	Employment land to be allocated	Supply suitable for employment use (Category A)	Category B land	Total
Shrewsbury	91	41	50	65	19.5	234.5	254
Bridgnorth	16	12	16	16	10	292	302
Ludlow	11	7	4	4	3.5	36	39.5
Market Drayton	13	35	0	0	18	35	53
Oswestry	19	57	0	0	2	91	93
Whitchurch	17	20	0	0	9	62	71
Albrighton	5	0	5	0	0	5	5
Shifnal	16	2	38	38	0	133.69	133.69
Bishop's Castle	2	3	0	0	2.5	2	4.5
Broseley	3	1	2	0	1.5	0.5	2
Church Stretton	3	1	2	0	1	0	1
Cleobury Mortimer	2	1	TBC	TBC	0	13	13
Craven Arms	5	14	0	0	15.5	1	16.5
Ellesmere	8	9	0	0	12.5	1.5	14
Highley	3	2	1	0	0	0	0
Much Wenlock	2	0.5	1.5	0	0	3	3
Wem	6	4	2	0	5.5	7	12.5

Source: Avison Young, 2019

Please Note:

- Existing employment or employment-led mixed-use allocations not subject to a Planning Application (at 31st March 2016) were re-assessed within this review. These sites are identified as either Category A or Category B even though they already form part of the employment land supply for Shropshire
- The sites identified as preferred employment land allocations within the Local Plan Review to meet the requirements in Table 19.1 are included as either Category A or Category B.
- The study has also included some sites already in employment use (as detailed in the opportunity area assessments). Where these sites are used for alternative employment use, they might not provide a net gain of employment floorspace subject to the proposed uses and the scale of new floorspace to be provided.
- Bridgnorth employment land requirement has been increased by 12ha to address local circumstances and consequently the shortfall in supply remains at 16ha despite the commitments and allocations of 12ha.

- Shifnal employment land requirement has been increased by 24ha to address local circumstances and consequently the shortfall in supply increases to 38 ha.

Recommendations

- 20.25 Whilst it is recognised that the delivery of Shropshire's corporate economic growth objectives are very much in their infancy, it is essential to establish and maintain the momentum of growth in order to deliver a 'step change' in economic performance and productivity. We therefore recommend the following further key steps for Shropshire Council in the implementation of their Economic Growth Strategy.
- 20.26 Consider and measure the potential of market demand including an econometric forecast and economic needs assessment to complement this ELR and to enable the potential future employment land supply to be compared against demand. This will need to:
- a) consider the impact of the BREXIT agreement with the Europe Union and the UK trade deals with our new economic partners on the forecast demand for growth of the UK economy and in Shropshire;
 - b) reflect current market conditions in Shropshire and how this varies across the County and between settlements; and
 - c) confirm the extent of 'supply' in all settlements.
- 20.27 Undertake market facing capacity/feasibility studies that provide advice on the:
- a) scale of employment demand both currently and over the next plan period to 2036;
 - b) viability of the proposed scale of development at key opportunity sites/areas;
 - c) financial deliverability of the proposals with consideration given to any 'gap' in the economic viability of such proposals, the role of public sector intervention and potential delivery mechanisms; and the
 - d) value of development land.
- 20.28 A Business Survey is to be undertaken and this should enable to Council to understand the current situation with particular regard to staff retention/attraction by local business. This study should provide some insight into the potential to shape and use non B class employment in order to diversify employment opportunities.
- 20.29 Appropriate support should be sought to bolster economic, viability and deliverability. This should build on the arguments presented in support of the exceptional circumstances case for Green Belt land release, the business case for the Shrewsbury North West Relief Road and any relevant information in relation to the strategy for the growth of the West Midlands conurbation and the development of the HS2 network.
- 20.30 Continue or start a dialogue with landowners/promoters of sites in opportunity areas to confirm scale of development/deliverability and the degree of confidence in the market underlining the desire to make these investment decisions.

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