



Phase II, Shropshire Strategic Sites and Employment Areas Assessment

Shropshire Council



PHASE II - FINAL REPORT

March 2014

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Appendix 1 – Shropshire Employment Areas Proformas and Plans

- East
- South
- Central (excluding Shrewsbury)
- North East
- North West

Appendix 2 – Other Employment Areas (High Level Analysis)

- North East
- North West
- East
- South

1.0 INTRODUCTION

- 1.1 This report provides a review of Strategic Sites and Employment Areas in Shropshire. It has been carried out on behalf of Shropshire Council.
- 1.2 The report represents Phase II of a larger study into Strategic Sites and Employment Areas across Shropshire, commissioned to inform the preparation of the Shropshire Site Allocations and Management of Development, Development Plan Document (SAMDev Plan). In particular, this Study will assist in the preparation of the strategies for Market Towns and Key Centres in the Shropshire Place Plan areas, the Policies Map and the Development Management Policies in the SAMDev Plan. The study will also help ensure that (as stated in Core Strategy Policy CS14) *“The [Shropshire] portfolio of employment land and premises will be supported by protecting existing strategic employment land and premises to secure these sites for employment uses.”*
- 1.3 This research follows on from the Phase I Study, which was undertaken in late 2012, and reviewed the Strategic Sites and Employment Areas of Shrewsbury. The Phase I Study established the research methodology which has now been used across the County in Phase II.
- 1.4 BE Group, economic development and property consultants based in Warrington, have compiled this report.

Objectives

- 1.5 There are three main elements to the study:
- Provide a robust evidence base enabling Shropshire Council to identify existing strategic employment sites and areas to be safeguarded in the SAMDev Plan by assessing:
 - Role and function of each Employment Area and Strategic Site
 - Market demands and opportunities for regeneration and expansion
 - Value of the existing Employment Areas and Strategic Sites to the delivery of a balanced portfolio of employment land and premises in the Local Plan.
 - Provide justification and guidance with regard to the safeguarding of existing employment land and premises, having regard to the tests of soundness, consistency with the National Planning Policy Framework, the viability of

Local Plans and the development of SAMDev Development Management Policies and Proposals Map

- Ensure that the methodology used can be applied to the Market Towns, Key Centres and rural areas of Shropshire to provide a consistent county-wide methodology.

Study Area

- 1.6 The Phase I report looked at Strategic Sites and Employment Areas in Shrewsbury. This Phase II study considered Sites and Areas in, and around, the other main settlements of Shropshire. This includes the key market towns of Oswestry, Whitchurch, Market Drayton, Bridgnorth and Ludlow. This study also includes one Employment Areas in Shifnal which was assessed at the time of the Phase I Study to test the methodology in a 'rural' context.
- 1.7 Shropshire is a large diverse, predominately rural inland county, situated in the far western corner of the West Midlands. It is just over 250 km to the north west of London. It lies west of Birmingham (28 km) and south of Chester (25 km). It covers 3,200 sqkm, of which a quarter is covered by the Shropshire Hills Area of Outstanding Natural Beauty. 94 percent is classed as rural, six percent as urban. It has a close relationship and strong sub-regional ties with neighbouring Telford & Wrekin and Herefordshire. The eastern part of Shropshire has strong links with the West Midlands conurbation. Parts of north east Shropshire have connections with the Potteries and towns in south Cheshire. Western and southern parts of Shropshire have strong links with adjacent parts of Wales.
- 1.8 Shropshire is serviced by two major trunk roads, the A49, which crosses the County from north to south, and the A5 which crosses from east to north west, providing the main link to the national motorway network via the M54. Other key routes include the A53 and A458. Figure 1 shows a map of the County.

Figure 1 – Shropshire County



Source: ONS, 2014

Employment Areas/Strategic Sites

- 1.9 Shropshire Council provided a list of 33 Strategic Sites and Employment Areas to be considered in this report. These are shown in Table 1. Site and Area plans are provided at Appendix 1 and linked to Area Proformas. This list has been generated from a consideration of existing areas of B1, B2, B8 employment identified through planning policy. The list includes most of the key industrial estates and business parks of Shropshire's five principal centres (Oswestry, Whitchurch, Market Drayton, Ludlow and Bridgnorth) along with a selection of prominent industrial estates and business parks from the County's 12 district centres. It also includes two multi-tenanted office schemes and eight industrial sites which are primarily dominated by one or more large occupiers.

Table 1 – Strategic Sites and Employment Areas to be Reviewed

| Industrial Estates/Business Parks | Office Locations | Large Occupier Sites |
|--|---|---|
| North East | | |
| Waymills Business Park, Civic Park (Whitchurch Business Park) and Grocontinental, Whitchurch | | Mullers and Tern Valley Business Park, Market Drayton |
| Maer Lane and Bert Smith Way, Market Drayton | | |
| Wem Engineering Centre, Wem | | |
| Aston Road Business Park, Wem | | |
| Wem Business Park, Wem | | |
| North West | | |
| Whittington House and Artillery Business Park, Oswestry | | |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry | | |
| Traditional Products, Oswestry | | |
| Central | | |
| | | Muller Dairy and Rea Valley Foods, Minsterley |
| East | | |
| Faraday Drive, Bridgnorth | Albrighton Business Park, Albrighton | Depots Adjoining Fir Tree House, Albrighton |
| Stanley Lane, Bridgnorth | | Bridgnorth Aluminium, Bridgnorth |
| Stanmore Industrial Estate, Bridgnorth | | Employment Area, Cockshutt Lane, Broseley |
| Employment Area, Calcutts Road, Broseley | | |
| Shifnal Industrial Estate, Shifnal | | |
| South | | |
| Long Mynd and Crossways Business Park, Church Stretton | Drover's House and The Gateway, Craven Arms | Euro Quality Lambs/Morris Corfield, Craven Arms |
| Love Lane Industrial Estate, Bishops Castle | | Lloyds of Ludlow (and others), Ludlow |

| Industrial Estates/Business Parks | Office Locations | Large Occupier Sites |
|--|-------------------------|--|
| Weeping Cross Lane, Ludlow | | Muller England (UK) Ltd, Cleobury Mortimer |
| Shrewsbury Road Industrial Estate, Craven Arms | | |
| Craven Arms Business Park, Craven Arms | | |
| Burway Industrial Estate, Ludlow | | |
| Ludlow Industrial Estate, Ludlow | | |
| Ludlow Eco Park, Ludlow | | |
| Old Station Yard, Cleobury Mortimer | | |
| Employment Area and Brewery, Cleobury Mortimer | | |

Source: Shropshire Council/BE Group, 2013

1.10 Throughout this study the 33 Sites and Areas are divided geographically into the five Spatial Zones used in the Shropshire Core Strategy. These are:

- North East – Including Market Drayton, Whitchurch and Wem
- North West – Including Oswestry and Ellesmere
- Central – Including Minsterley and Pontesbury (along with Shrewsbury, which is reviewed in the Phase I Study)
- East – Including Albrighton, Bridgnorth, Broseley, Highley, Much Wenlock and Shifnal
- South – Including Bishops Castle, Church Stretton, Craven Arms, Cleobury Mortimer and Ludlow.

1.11 Shropshire Council also provided a list of eight additional Sites and Areas which are to be reviewed at a higher level (i.e. without a detailed physical and market appraisal) to update the findings of the 2011 Employment Land Review and Sites Appraisal. These are:

- Wem Industrial Estate, Wem (North East)
- Sych Farm, Phase I (North East)
- Ellesmere Business Park, Ellesmere (North West)
- Fullwood and Fabdec, Ellesmere (North West)
- Netherton Workshops, Highley (East)
- Employment Area, Stretton Road, Much Wenlock (East)
- Bishops Castle Business Park, Bishops Castle (South)
- BritPart Campus, Craven Arms (South).

1.12 Proformas for these eight sites are included at Appendix 2.

Methodology

1.13 A number of research methods have been used in the compilation of data for this study. They include site visits to assess Strategic Sites and Employment Areas, along with face-to-face and telephone interviews with key land and property owners, occupiers, developers and their agents. Desktop analysis of existing reports and documents has set the context for the research and informed the overall findings of the study.

1.14 Site descriptions and plans are provided in the Proformas for each Site/Area in the

Appendices. The Proformas assist the presentation and interpretation of data for each site. The proformas adopt the format in Table 2 below, to simplify the data and make it easier to interpret.

- 1.15 The 'Address' contains the local authority's designated title for the Sites and Area, including, where necessary the main street and town. Shropshire Council's planning policy descriptor is provided, which links the site to the policies of both the Shropshire Core Strategy and the SAMDev Plan. A brief 'Description' is provided in the form of BE Group's comment on the area. Area boundaries are based on GIS plans provided by Shropshire Council and amended by the study recommendations in this report.
- 1.16 'Characteristics' refers to BE Group's professional opinion on conditions for individual Site and Areas. The factors considered are the critical mass of the area and whether companies like to cluster; the accessibility of the areas and proximity to arterial roads; the prominence of the area along main roads, and the environment – the setting of the location, servicing, parking and landscape treatment. For each element an assessment is made as to whether the characteristics of the site/Area are Poor, Average or Good.
- 1.17 Where feasible the 'Total Number of Units' within the area has been identified from the physical site survey. This should be treated as an estimate only, particularly in Sites and Areas with multi-occupier industrial or office buildings. 'Vacant or Derelict Units' have been identified from a combination of the site surveys and review of vacant property presently on the market. The proportion between these two equates to the 'Occupancy Rate'. The 'Vacant or Derelict Units' numbers reflect the situation at October 2013.
- 1.18 'Predominant Use Class' identifies whether buildings in the area are mainly in office (B1(a)), light industrial (B1(c)), general industrial (B2) or warehouse (B8) use.
- 1.19 An indication is provided of the age of properties in four categories which are assessed in 'Buildings Age' using the following classifications: pre-1945; 1945-1990; 1990-2000; 2000+ (new).
- 1.20 'Buildings Quality' is also broken down into four category assessments. 'Derelict' is

self evident. 'Poor' represents low quality design, limited external areas, and condition. 'Good' equates to modern design, building condition, parking and external area provision. The remaining category is 'Average', covering properties that do not fit any of the other three headings.

- 1.21 'Area Size' is the hectarage calculated from GIS software using the site boundary polygons provided by Shropshire Council. The key companies/major employers within each Site and Area are identified.
- 1.22 The proformas identify 'Development Opportunities', i.e. identified employment sites which have yet to be developed within the existing Site/Area. The proformas identify Regeneration Opportunities (shown on the plans) including other vacant land in the Site/Area or to permit an extension into adjoining land or where there is scope for remodelling properties.
- 1.23 Combining all this data leads to an overall hierarchical assessment banded A* to E. The grading of Sites/Areas links to a categorisation of each Site and Area, intended to inform future planning policy in Shropshire. Both planning policy guidance and remodelling guidance, linked to this grading, is provided on each proforma. Policy guidance includes:
- Views on any parcels of land which are no longer in (B1, B2, B8) employment use, and which need to be reallocated
 - The acceptable range of uses (and those which are unacceptable) to safeguard the Site/Area.
 - The circumstances (if any) when changes of use, redevelopment or refurbishments, may be acceptable
 - Comments on any key employers who need to be protected
 - Other guidance on maintaining the environmental and economic quality of the Site and Area and which may be considered for other uses.
- 1.24 The grading categories and the policy guidance appropriate for each grade are considered further in Section 5.0.
- 1.25 Finally the future role of the area is set out. This incorporates both BE Group's recommendations and appropriate main employment property market segments and sites, as set out in ODPM Guidance on Employment Land Reviews (2004). The

future role of the each Site/Area is drawn from the following market segment options:

- Established or Potential Office Locations
- High Quality Business Parks
- Research and Technology/Science Parks
- Warehouse/Distribution Parks
- General Business/Industrial Areas
- Heavy/Specialist Industrial Sites
- Incubator/SME Cluster Sites
- Specialist Freight Terminals
- Sites for Specific Occupiers
- Recycling/Environmental Industries Sites.

1.26 It should be noted some areas reflect more than one of these classifications of market segments. The template for the Site's/Area's proforma is included at Table 2.

Table 2 – Proforma Template

| | | | |
|--|---------------|---|-------------|
| Address | | Category to link LA policy description | |
| Description | | Total Grade: | |
| | | Characteristics Critical mass: Accessibility: Prominence: Environment: | |
| Total Number of Units | Vacant | Occupancy Rate, percent | |
| Predominant Use Class (B1, B2, B8) | | | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| Area Size, ha | | | |
| Key Companies / Employers | | | |
| Development Opportunities | | | |
| Regeneration Opportunities (size, ha) | | | |

Recommendations:

Policy Guidance:

Remodelling Guidance:

Future Role:

Source: BE Group 2014

2.0 STRATEGY CONTEXT

2.1 This chapter focuses on national, sub-regional and local reports and strategies that have a relevance to Shropshire's Strategic Sites and Employment Areas. It excludes any policy references to the Shrewsbury Sites and Areas as these were reviewed in the Phase I study. An understanding of the strategies and reports contained in this review is needed to show strategic alignment and a holistic approach to promote sustainable development. BE Group's recommendations follow the general principles set by them.

National

National Planning Policy Framework – Department for Communities and Local Government (2012)

2.2 As part of ongoing reforms of planning policy, the Department for Communities and Local Government has published the National Planning Policy Framework (NPPF). The NPPF sets out the Government's economic, environmental and social planning policies for England, articulating the Government's vision of sustainable development. It provides a framework for the production of local and neighbourhood plans, and has replaced all the previous Planning Policy Statements and Guidance Notes.

2.3 In terms of business and economic development, the NPPF argues that *“Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including poor environment or any lack of infrastructure, services or housing.”* Local planning authorities should:

- *“Set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth*
- *Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated requirements over the plan period*
- *Support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate requirements not anticipated in the plan and to allow a rapid response to changes in economic circumstances*
- *Plan positively for the location, promotion and expansion of clusters or*

networks of knowledge driven, creative or high technology industries

- *Identify priority areas for economic regeneration, infrastructure provision and environmental enhancement*
- *Facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.”*

2.4 Planning policies should also “*avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.*”

2.5 In addition to this, paragraph 51 indicates that local planning authorities “*should normally approve planning applications for change to residential use and any associated development from commercial buildings (currently in the B use classes) where there is an identified need for additional housing in that area, provided that there are not strong economic reasons why such development would be inappropriate.*”

2.6 In town centres, local planning authorities should “allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, community services and residential development needed.”

2.7 Planning policies should support sustainable economic growth in rural areas by taking a positive approach to new development, supporting “*the sustainable growth and expansion of all types of businesses and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings*” and promoting “development and diversification of agricultural and other land-based rural businesses.”

2.8 The NPPF re-introduces district-wide local plans, replacing the Local Development Framework system. The Local Plan should be a single strategic document, with supplementary planning documents only created if they can help to bring forward sustainable development at an accelerated rate.

- 2.9 It is proposed that Local Plans will address the spatial implications of economic, social and environmental change, setting out the opportunities for development and providing clear guidance on what will, or will not, be permitted and where. The Local Plan should outline the Local Planning Authority's strategic priorities. This should include strategic policies to deliver *“the homes and jobs needed in the area”* as well as *“the provision of retail, leisure and other commercial development.”*
- 2.10 Crucially, Local Plans should:
- *“Plan positively for the development and infrastructure required in the area to meet the objectives, principles and policies of this Framework*
 - *Be drawn up over an appropriate time scale, preferably a 15 year time horizon, take account of longer term requirements, and be kept up to date*
 - *Be based on cooperation with neighbouring authorities, public, voluntary and private sector organisations*
 - *Indicate broad locations for strategic development on a key diagram and land-use designations on a proposals map*
 - *Allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate*
 - *Identify areas where it may be necessary to limit freedom to change the uses of buildings, and support such restrictions with a clear explanation*
 - *Identify land where development would be inappropriate, for instance because of its environmental or historic value; and*
 - *Contain a clear strategy for enhancing the natural, built and historic environment, and supporting Nature Improvement Areas where they have been identified.”*
- 2.11 Local planning authorities need to prepare and maintain a robust evidence base to understand business need within their area. This can be achieved by working with neighbouring authorities, LEPs and the local business community. This evidence base should be used to assess:
- *“the needs for land or floorspace for economic development, including both the quantitative and qualitative need for all foreseeable types of economic activity over the plan period*

- *existing and future supply of land available for economic development and its sufficiency and suitability to meet identified needs. Reviews of land available for economic development should be undertaken at the same time, or combined with Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land*
- *the role and function of town centres and the relationship between them, including any trends in the performance of centres*
- *the capacity of existing centres to accommodate new town centre development*
- *locations of deprivation which may benefit from planned remedial action*
- *the needs of the food production industry and any barriers to investment that planning can resolve.”*

2.12 Finally, Annex 2 (Glossary) of the NPPF defines ‘economic development’ as *“Development, including those within the B Use Classes, public and community uses and main town centre uses (but excluding housing development).”*

Viability Testing Local Plans: Advice for Planning Practitioners – Local Housing Delivery Group (2012)

- 2.13 The NPPF (discussed above) calls for balance between ensuring developments are sustainable and ensuring commercial viability. This report seeks to support that policy by outlining the importance of viability and deliverability as part of Local Plan development.
- 2.14 The report provides the following definition of viability: *“An individual development can be said to be viable if, after taking account of all costs, including central and local government policy and regulatory costs and the cost and availability of development finance, the scheme provides a competitive return to the developer to ensure that development takes place and generates a land value sufficient to persuade the land owner to sell the land for the development proposed. If these conditions are not met, a scheme will not be delivered.”*
- 2.15 Viability testing of Local Plans does not require a detailed viability appraisal of every site anticipated to come forward over the plan period. Because of the potentially widely different economic profiles, and proposed uses, of sites within a local authority area the study suggests that local authorities test a range of site typologies, reflecting

the mix of Local Plan sites. The key principles to consider when assessing viability are that:

- *“Consideration needs to be given to the cumulative impact of the plan policies, rather than treating policies in isolation or overlooking the potential impact of policies on the delivery of planned development*
- *Planning authorities will need to strike a balance between the policy requirements necessary to provide for sustainable development and the realities of economic viability. There should be a clear local justification for the adoption of local standards and policies*
- *This local choice should be supported by a collaborative approach to the policy making process*
- *The advice and input of local partners, particularly those with knowledge of the local market and development economics, and those who will be involved in delivering the plan, should be sought at each stage*
- *Viability assessments of Local Plans should be seen as part of the wider collaborative approach to planning and a tool that can assist with the development of plan policies, rather than a separate exercise*
- *The approach to assessing plan viability should recognise that it can only provide high level assurance that the policies within the plan are compatible with economic viability*
- *The assessment process should be iterative. Draft policies can be tested based on the assumptions agreed with local partners, and in turn those assumptions may need to be revised if the assessment suggests too much development is unviable.*
- *A demonstration of viability across time and local geography will be of much more value to local decision making and will help develop a local shared understanding of deliverability.”*

2.16 Table 3 summarises the viability testing process.

Table 3 – The Viability Testing Process

| Stage | Description | Comments |
|-------|--|---|
| 1 | Review existing evidence and consider scope for alignment of assessments | Assessments may have been carried out on affordable housing viability, a CIL charge, infrastructure requirements, Strategic Housing Market Assessments and Strategic Housing Land Availability Assessments, which may provide evidence of the deliverability of a range of sites. |
| 2 | Agree the appraisal methodology, assumptions and information to be used | <p>To secure buy-in to the outputs of a Local Plan viability assessment, it is vital to discuss with stakeholders the basis on which a viability assessment is to be carried out and the assumptions that will feed into it.</p> <p>This collaborative approach allows landowners to demonstrate that their land is available for development and for the local authority's assumptions to be tested against the development sector's understanding of current market conditions and development economics.</p> <p>The study recommends that the residual land value approach is taken when assessing the viability of plan-level policies. An assessment of costs and values will consider site viability from the first five years. After the first five year period (6-15 years) a more flexible approach may be required, recognising the impact of economic cycles and policy changes over time.</p> |
| 3 | Information gathering and viability modelling | Up to date information will be required on likely development revenue, to be measured against build costs; external works, infrastructure and site abnormal; acquisition costs; specific mitigation measures required; professional fees; land values; sales and marketing costs and sales, likely developer profit and marketing costs. |
| 4 | Viability appraisal and tests | The appraisal should be able to provide a profile of viability across a geographical range and/or range of different types of site. |
| 5 | Review outputs, refine and revise the modelling | Once the outputs from the viability modelling have been produced, the planning authority should share these with its local partners to discuss and review the results. |

Source: Local Housing Delivery Group 2012

Sub-regional/Local

Shropshire Core Strategy – Shropshire Council (2011)

- 2.17 The Adopted Core Strategy is the principal document making up the Shropshire Local Development Framework (now Local Plan). The Core Strategy sets out the Council's vision, objectives and broad spatial strategy to guide development to 2026. One of the three priorities of Shropshire's Sustainable Community Strategy (2010-2020) is *“enterprise and growth, with strong market towns and rebalanced rural*

settlements:

- *A dynamic and modern economy, with an enterprise culture that attracts investors and skilled workers*
- *Shrewsbury and Shropshire's market towns will have a distinct identity, and be vibrant and accessible*
- *Rural settlements will be strengthened as hubs of activity and development either individually or as networked clusters, providing community benefit leading to more sustainable places and a rebalancing of the countryside."*

2.18 The Core Strategy Spatial Vision for Shropshire is made up of a number of elements. Those relevant to this study are:

- By 2026, quality of life will have been significantly improved and it will have become a better place in which to live and work
- Oswestry, Whitchurch, Market Drayton, Bridgnorth and Ludlow will be vibrant and prosperous market towns with employment development in sustainable locations
- In rural areas appropriate development will have encouraged greater economic resilience
- Shropshire will have a thriving, diversified economy with a growing enterprise culture, and will have raised its profile as a business location
- Inward investment, local enterprise and indigenous business growth, with a focus on high technology, service and knowledge based growth sectors, will have helped generate new, improved and better paid employment opportunities for a well educated and skilled Shropshire workforce. In rural areas Shropshire's economy will have continued to diversify with homeworking, supported by improved broadband infrastructure, becoming increasingly important. Farm diversification, food and drink processing, the environmental economy, green tourism and leisure will be expanding areas of economic activity. Agriculture and farming will also still be a prominent sector.

2.19 Derived from the Spatial Vision, the Core Strategy also contains a series of 12 strategic objectives, which provide broad direction for the strategic approach to development and growth, as well as the individual policies. The following objectives are most relevant to this study:

- *“Objective 1 – support the development of sustainable communities which are thriving, inclusive and safe, ensuring that people in all areas of Shropshire have access to decent affordable homes, 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*
- *Objective 3 – rebalance 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*
- *Objective 6 – 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*
- *Objective 7 – 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 the location.”*

2.20 Responding to the Strategic Objectives, the Core Strategy directs the majority of development to places that already have good infrastructure, services and facilities. Policy CS1 states that while Shrewsbury will be the main focus for employment, Oswestry, Market Drayton, Whitchurch, Ludlow and Bridgnorth will also be focal points for employment opportunities. Furthermore rural economic development will also be supported (although tightly controlled – as outlined in Policy CS5).

2.21 Policy CS1 also outlines land requirements relevant to the preparation of the Site Allocations and Management of Development (SAMDev Plan) Development Plan Document, and states that up to 290 ha of employment land should be provided in Shropshire, allocated within the Spatial Zones as shown in Table 4. A Plan showing the geographic extent of each Spatial Zone is shown in Figure 2.

Table 4 – Core Strategy Employment Land Requirements

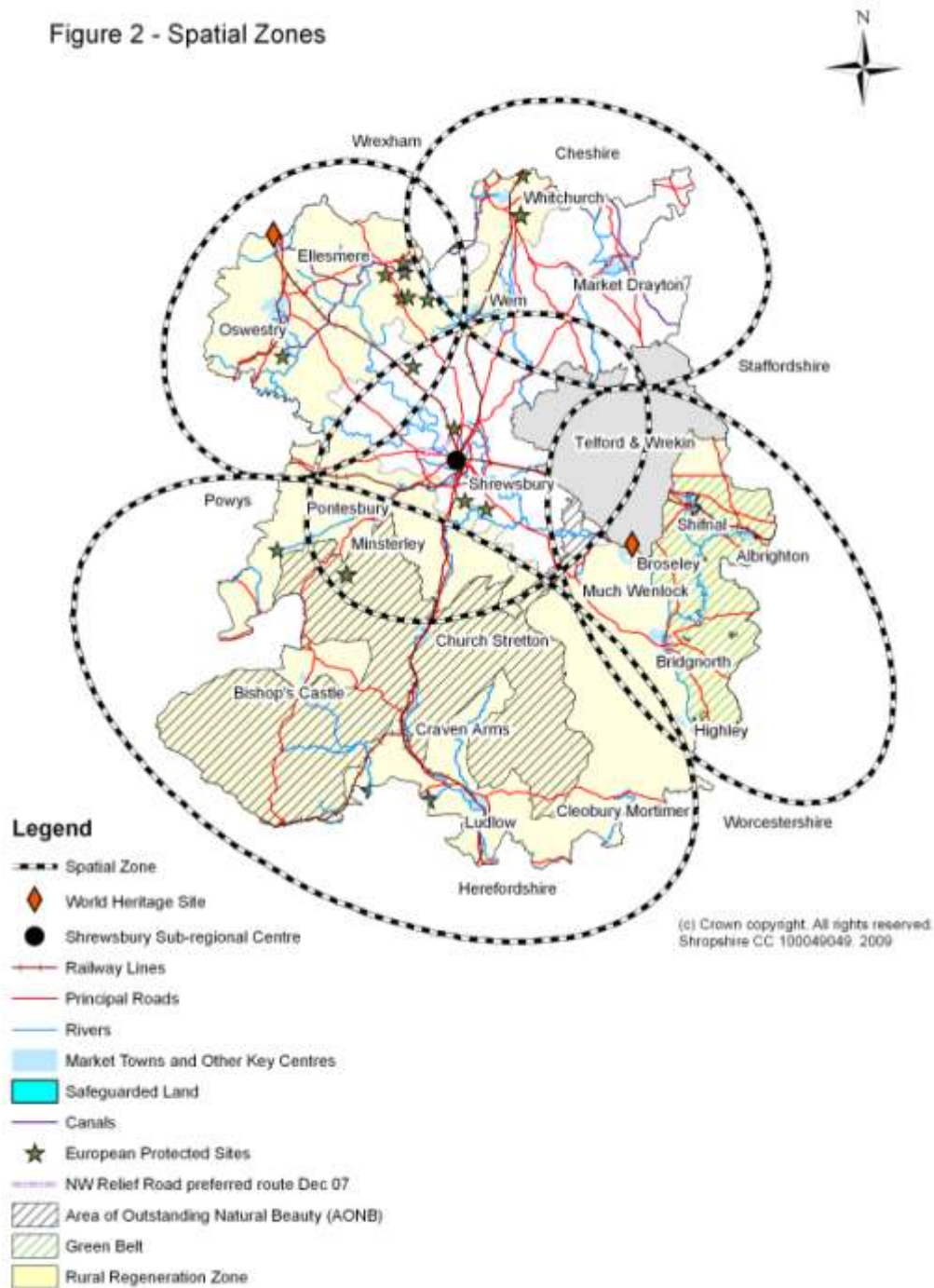
| Spatial Zone | Employment Land Requirement (ha) |
|-------------------|----------------------------------|
| Central | 95 – 105 |
| <i>Shrewsbury</i> | <i>85 – 95</i> |
| North West | 55 – 65 |
| North East | 50 – 60 |
| South | 35 – 45 |
| East | 30 – 40 |
| Total | 265 – 315 |

Source: Shropshire Council, 2011

2.22 Policy CS3 states that Shropshire’s market towns and key centres will “*maintain and enhance their roles in providing services and facilities to their rural hinterlands, and providing foci for economic development and regeneration.*” Balanced housing and employment development of an appropriate scale and supported by improvements in infrastructure will take place on allocated sites within the towns’ development boundaries. Policy CS3 sets out a settlement hierarchy to support these objectives. This includes principal centres, which will act as a focus for development, and district centres which will see development at a more local level. Shropshire’s principal centres are:

- Bridgnorth
- Ludlow
- Market Drayton
- Oswestry
- Whitchurch.

Figure 2 - Spatial Zones



Source: Shropshire Council, 2011

2.23 Shropshire's district centres are:

- Albrighton
- Bishops Castle
- Broseley
- Church Stretton
- Cleobury Mortimer

- Craven Arms
- Ellesmere
- Highley
- Minsterley/Pontesbury
- Much Wenlock
- Shifnal
- Wem.

2.24 Land allocations in Oswestry will include a Sustainable Urban Extension (SUE) to the south east of Oswestry, on land between Shrewsbury Road, Middleton Road and the A5/A483 Oswestry bypass. This will provide 750 plus dwellings, a local centre, a network of open space and green infrastructure and a new link Road between Shrewsbury Road and Middleton Road. This is supported by a significant employment allocation of 23ha adjacent to the SUE to the east of the principal Mile End junction serving the town.

2.25 Policy CS5 states that new development in the countryside will be strictly controlled in accordance with national planning policy. However appropriate development will be permitted where it improves the sustainability of rural communities.

2.26 The Core Strategy contains three policies specifically relevant to employment land provision, which support the development and diversification of Shropshire's economy. Policy CS13 supports enterprise and encourages sustainable growth. It places particular emphasis on:

- *“Promoting Shropshire as a business investment location and a place for a range of business types to start up, invest and grow, recognising the economic benefits of Shropshire's environment and quality of life as unique selling points which need to be valued, conserved and enhanced*
- *Supporting the revitalisation of Shropshire's Market Towns, developing their role as key service centres, providing employment and a range of facilities and services accessible to their rural hinterlands, in accordance with Policy CS3*
- *Supporting the development and growth of Shropshire's key business sectors and clusters, in particular: environmental technologies; creative and cultural industries; tourism; and the land based sector, particularly food and drink production and processing*

- *Planning and managing a responsive and flexible supply of employment land and premises comprising a range and choice of sites in appropriate locations to meet the needs of business, with investment in infrastructure to aid their development or to help revitalise them*
- *Supporting the development of sustainable transport and ICT/broadband infrastructure, to improve accessibility/connectivity to employment, education and training opportunities, key facilities and services*
- *Encouraging home based enterprise, the development of business hubs, live-work schemes and appropriate use of residential properties for home working.”*

2.27 Policy CS14 states that a portfolio of employment land will be identified to provide a range and choice of opportunities. 290 ha of employment land will be delivered between 2006 and 2026, distributed in accordance with Policies CS1 to CS5.

2.28 This portfolio of land and premises will be identified and maintained to provide a range and choice of sites in terms of their quality, accessibility, type and size. The portfolio will include:

- *“Sites above 0.1ha as the threshold for the strategic land supply*
- *Developable land currently committed for employment use*
- *Employment land and premises allocated to meet the longer term employment land requirement including sites of sub-regional significance*
- *Dedicating land and premises for the use of key local employers*
- *Appropriate allowances for local economic development opportunities.”*

2.29 The portfolio will also be supported by *“protecting existing strategic employment land and premises to secure these sites for employment uses.”*

2.30 The portfolio will include a rolling five year forward supply (72 ha) of readily available land. This ‘reservoir’ of land will largely comprise the developable supply of committed land and premises (to be reviewed annually through the Annual Monitoring Report) but, will also allow *“other land and premises to come forward to support the Core Strategy objectives.”*

2.31 In addition to the development of B1, B2, B8 employment uses, Policy CS14 seeks to safeguard sufficient land to facilitate:

- *“Other strategic development objectives including town centre uses in Policies CS2 and CS15 and waste infrastructure (Policy CS19), subject to relevant policy tests including the protection of town centre vitality and viability*
- *Other land uses which contribute to the creation and maintenance of sustainable communities*
- *Ancillary facilities, services or uses which support enterprise and economic growth especially in employment developments.”*

2.32 The Core Strategy states that there has been 44.4 ha of development between 2006 and 2009, across the County. Over half of this (23.49 ha) was in the Central Spatial Zone. The North East Zone saw 5.77 ha brought forward (13 percent of the total), the Eastern Zone saw 5.53 ha (12 percent), the North West Zone saw 4.85 ha (11 percent) and the Southern Zone saw 4.74 ha (11 percent).

2.33 The Core Strategy also identifies 132.76 ha of committed development. Of this:

- 30 percent (39.39 ha) in the Central Spatial Zone
- 26 percent (35.00 ha) is in the North West Zone
- 20 percent (26.99 ha) is in the North East Zone. This includes a 8.50 ha land allocation north of the A53, for Muller
- 14 percent (17.96 ha) is in the Southern Zone
- 10 percent (13.42 ha) is in the Eastern Zone.

2.34 A further 113 ha of new land must therefore be delivered by 2026 in order to meet Shropshire’s land supply target.

2.35 Policy CS15 highlights that town centres will be the preferred location for office development, with large-scale office development being centred in Shrewsbury. The Market Towns of Oswestry, Market Drayton, Whitchurch, Ludlow and Bridgnorth will act as the principal centres, meeting the service and employment (retail, office, and other town centre uses) needs of communities within their respective spatial zones. The Key Centres of Albrighton, Bishop’s Castle, Broseley, Church Stretton, Cleobury Mortimer, Craven Arms, Ellesmere, Highley, Much Wenlock, Shifnal, and Wem, and the combined key centre of Minsterley and Pontesbury will serve the needs of their immediate rural hinterlands.

2.36 Finally, Policy CS19 highlights the need for sustainable waste management facilities

which will *“help to deliver greater resource efficiency for communities and businesses.”* The delivery of such infrastructure will be achieved by:

- Encouraging proposals for additional capacity to divert waste away from landfill in a way consistent with the waste hierarchy and the principles and targets of national, regional and local policies and strategies
- Identifying specific sites to deliver additional waste transfer, recycling and recovery facilities to address the capacity gap of about 150,000 tonnes/year identified in regional policy. Sites will be allocated as part of the SAMDev Plan in accessible locations close to the main urban areas, including Shrewsbury. Outside such locations, Shropshire Council will support applications for smaller scale waste facilities capable of meeting local needs in locations which are consistent with the principles and site identification criteria set out in national and regional policy
- Supporting the co-location of waste facilities and the integration of new waste facilities or space in the design of new development;
- Ensuring that the continued operation of existing waste management facilities (in locations which are consistent with the site identification criteria for new sites) is safeguarded, including against the encroachment of incompatible uses, in a way consistent with local, regional and national guidance.

SAMDev Development Plan Documents (DPDs)

2.37 The purpose of the SAMDev Plan document (as stated on the Shropshire Council website) is to:

- *“Identify sustainable growth targets for Shropshire's market towns*
- *Identify Community Hubs and Community Clusters in the rural area where some further development will happen*
- *Identify appropriate sites for future housing and employment development in market towns, community hubs and community clusters*
- *Provide additional development management policies which can be used in the consideration of planning applications.”*

2.38 Three SAMDev Plan documents are reviewed here, the 2012 Preferred Policy Directions DPD, the 2013 Draft Development Management Policies DPD and the 2014 Pre-Submission Draft (Final Plan).

Preferred Policy Directions – Shropshire Council (2012)

2.39 Preferred Policy Direction MD1 highlights that the SAMDev Plan will set out all of the settlements where development (of a scale and type appropriate to their size, role and function) may be permitted in accordance with Core Strategy policies. Sites for development in the named settlements will either be allocated directly (and identified on the Proposals Map) or be brought forward, by developers, on other suitable sites within the settlement.

2.40 Preferred Policy Direction MD3 aims to:

- *“Show how the proposed employment land supply for each of the Spatial Zones (Core Strategy Policy CS14) has been distributed between:*
 - *Shrewsbury and the market towns (Policies CS2 and CS3)*
 - *Settlements within the ‘rural rebalance’ (Policies CS4 and CS5).*
- *Identify those reallocated employment sites located in Shrewsbury and the market towns and other settlements*
- *Identify how new site allocations located in Shrewsbury and the market towns and other settlements complete the distribution, type, size and quality of the employment portfolio to 2026*
- *Show which readily available sites will form the Reservoir of land to deliver at least 72 ha of employment development in each five year period and those sites to be reserved to replenish the Reservoir (e.g. the Reservoir is likely to contain a 10 year supply at the outset with a further 5 year supply reserved to replenish the Reservoir):*
 - *Explain the timing and processes to bring forward the SUE’s in Shrewsbury and Oswestry through the Reservoir*
 - *Reserve those sites which will accommodate the expansion of key local employers*
- *Explain the processes by which the Reservoir can be refreshed annually and the circumstances which trigger a review of the employment land supply*
- *Show how the requirement to deliver adequate waste management infrastructure capacity to meet Shropshire’s needs over the period to 2026 (Core Strategy Policy CS19) can be met from:*
 - *The sites identified in this Policy*
 - *Existing employment locations to be safeguarded in proposed Policy MD11 and/or*
 - *Appropriate alternative sites, where justified.*

- *Explain that employment land will be brought forward and developed in accordance with proposed Policy MD11.”*
- 2.41 Preferred Policy Direction MD11, notes that within the County’s most sustainable and valued employment areas:
- *“Planning applications for B1 (Business), B2 (General Industrial) and B8 (Storage and Distribution) uses and compatible waste management uses will normally be permitted*
 - *Non Class B/quasi-retail uses such as car showrooms, tyre and exhaust centres, and builders’ merchants will generally be considered acceptable. Trade Counters will only be permitted where the trade counter use is clearly ancillary to the main employment use*
 - *Ancillary facilities and services such as cafes, sandwich bars, and day care nurseries will also be permitted where they would support enterprise and improve the functionality of an employment area*
 - *In exceptional cases, other non Class B employment uses may be permitted where they would be of substantial community benefit and their development in this location would be in the best interests of the town*
 - *Class A1 retail uses will not normally be permitted.”*
- 2.42 The extension of existing employment areas for B1, B2, B8 uses will (in exceptional circumstances) be permitted on suitable, adjoining sites, providing there is no adverse impact on neighbouring uses, the environment, local highway network or other infrastructure. Policy will also favour the retention of employment uses on established employment sites outside settlements.
- 2.43 Proposals by an established business to expand its operation will be supported *“where this is judged to be the most sustainable option and relocation to an existing or allocated employment site within a settlement would not be more appropriate.”*
- 2.44 Proposals to redevelop employment sites outside settlements or alternative uses are unlikely to be granted *“unless it can be demonstrated that future employment use would be unviable, and the proposal would bring substantial community benefit and be in the best interests of the local community.”*
- 2.45 Finally, Preferred Policy Direction MD15 seeks to *“support the development of*

recycling, recovery and waste transfer facilities in appropriate locations including those identified in Policy Directions MD3 or MD11 where impacts on the local community and Shropshire’s natural and historic environment can be satisfactorily controlled.”

Draft Development Management Policies – Shropshire Council (2013)

- 2.46 The Draft Development Management Policies DPD sets out 16 additional draft Development Management policies (alongside those already adopted in the Core Strategy) along with examples of potential settlement strategies for the County’s market towns and key centres.
- 2.47 Proposed Policy MD1 states that *“overall, sufficient land will be made available during the remainder of the plan period up to 2026 to enable the targets for development set out to be achieved, including those for housing and for employment land in Policies CS1 and CS2.”* As Table 5 shows, excluding 2006-2012 completions and 2012 commitments, as of April 2012, there was a net requirement for a further 120 ha of employment land across the County, to 2026.

Table 5 – Shropshire Employment Land Supply Summary

| Area | Built 2006-2012 | Committed 2012* | Targets 2006-2026 (Approximate) | Remaining to deliver to 2026 |
|--------------------------|-----------------|-----------------|---------------------------------|------------------------------|
| Shrewsbury | 22 | 24 | 90 | 44 |
| Market Towns/Key Centres | 14 | 60 | 130 | 56 |
| Rural Areas | 29 | 21 | 70 | 20 |
| Total | 65 | 105 | 290 | 120 |

* Committed = those with planning permission at 01/04/2012

Source: Shropshire Council, 2012

- 2.48 Proposed Policy MD4 notes that Shropshire’s strategic supply of employment land will be supported by *“the redevelopment of land and regeneration opportunities on existing strategic sites and employment areas...”* Proposals for development on identified employment portfolio sites, or on other sites considered suitable for employment use, will be *“good enough to approve”* where the proposals:
- *“Satisfy Local Plan policies and the requirements of the Place Plans*
 - *Meet the needs of the community for employment opportunities*
 - *Do not cause harm to or conflict with adjoining uses.”*

- 2.49 Proposals for the development of alternative uses (other than B1, B2, B8 employment) on employment sites will also be expected to:
- *“Consider other suitable sites for the proposed development*
 - *Justify the loss of new employment land from the strategic supply.”*
- 2.50 Shropshire will maintain a reservoir of employment land, ensuring that a minimum supply of 72 ha is readily available throughout the Local Plan period to 2026 (over three 5 year periods). This reservoir of employment land will be reviewed annually.
- 2.51 Finally, when an applicant seeks to renew a planning consent *“evidence will be required that the development will be delivered within three years or that the renewal of planning consent will not prejudice other sites from coming forward from the Reservoir or the strategic supply of employment land.”*
- 2.52 Proposed Policy MD9 states that Shropshire’s Strategic Sites and Employment Areas (identified on the Local Plan Proposals Map) will be:
- *“Safeguarded with committed development and regeneration opportunities which support the strategic employment land supply*
 - *Safeguarded for Class B uses and other related employment uses*
 - *Promoted for improvements to their infrastructure, floorspace, built fabric, visual character and appearance and their operation and management.”*
- 2.53 The degree of protection afforded to Strategic Sites and Employment Areas will be *“proportionate to the presence of regeneration opportunities, the uses and employers on the site, and their significance in the local economy.”*
- 2.54 Existing Strategic Sites and Employment Areas will support the strategic employment land supply, providing other development options where a settlement’s requirements for new employment development are unlikely to be met within the Local Plan period, on existing allocated employment land. Proposals for redevelopment on safeguarded sites will be considered *“good enough to approve”* where the proposals:
- *“Provide Class B or related employment uses*
 - *Satisfy Local Plan policies and supporting evidence in the SAMDev Plan*
 - *Meet the requirements of the Place Plans*

- *Would not cause harm or conflict with adjoining uses.”*

2.55 Proposals to remove the safeguarding of existing employment areas require *“the support of the local community and evidence of three marketing campaigns in a period not less than 12 months showing the site is no longer commercially viable for employment use.”* Conversely, planning consent will be renewed for Class B or related employment uses which contribute to the Local Plan objectives.

SAMDev Final Plan – Shropshire Council (2014)

2.56 The SAMDev Final Plan was approved for consultation on 27th March 2014 setting out the proposed policy framework for Development Management and Settlement Policies for Shrewsbury, Market Towns and Key Centres with further policies for Hubs and Clusters within each of the Place Plan areas identified around the principal settlements.

2.57 The settlement policies in the SAMDev Plan set out the allocations of land for development including the employment land allocations identified in Table 6.

Table 6 – SAMDev Identified Employment Need and Proposed Employment Sites, by Settlement Area

| Settlement Area (Spatial Zone) | Employment Land Take-Up 2006-2013 (ha) | Commitments at April 2013 (ha) | Employment Land Requirement 2013 – 2026 (ha) | Employment Sites Identified |
|-----------------------------------|---|--------------------------------------|--|---|
| Albrighton (East) | - | - | - | Views are sought about whether additional employment land should be located in Albrighton or Cosford, given the key constraints of the Green Belt and the limited current availability of land. |
| Bishops Castle (South) | 2.30 | 3.20 | 1.30 | <ul style="list-style-type: none"> • Mixed-use option in Bucknell – to be allocated for general industrial and business uses (B1, B2, B8) – 1.3 ha Existing employment site to be retained: <ul style="list-style-type: none"> • Bishops Castle Business Park, Phase 2 – to be identified for general industrial and business uses (B1, B2, B8) – 2.7 ha |
| Bridgnorth (East) | 3.20 | 8.10 | 14.80 | <ul style="list-style-type: none"> • ELR011/a: Land at Tasley south of A458 bypass – to be allocated for general industrial and business uses (B1, B2, B8) – 6.7 ha • ELR011/b: Land at Tasley south of A458 at Tasley – to be allocated for the relocation of the existing livestock market with ancillary uses • WO39: Land at Old Worcester Road – to be allocated for general industrial and business uses with presumption for recycling and environmental industries |
| Broseley (East) | 0.30 | - | 2.00 | <ul style="list-style-type: none"> • ELR017: Land South of Avenue Road – to be allocated for offices and light industrial uses (B1) – 1.25 ha |
| Church Stretton (South) | 0.40 | - | 2.00 | <ul style="list-style-type: none"> • ELR078: Springbank Farm – to be delivered as part of a mixed use scheme – 1.27 ha |
| Cleobury Mortimer (South) | 0.60 | 0.50 | 1.00 | <ul style="list-style-type: none"> • ELR068: Land adj Cleobury Mortimer Industrial Estate, Tenbury Road – Existing employment site carried forward – 0.70 ha • ELR071: Land at Old Station Business Park – 0.3 ha remaining after removal of an existing planning permission. |
| Craven Arms | 1.10 | 3.90 | 15.00 | <ul style="list-style-type: none"> • ELR053: Newington Farm – 8.0 ha. |

| Settlement Area (Spatial Zone) | Employment Land Take-Up 2006-2013 (ha) | Commitments at April 2013 (ha) | Employment Land Requirement 2013 – 2026 (ha) | Employment Sites Identified |
|--------------------------------|--|--------------------------------|--|--|
| (South) | | | | <ul style="list-style-type: none"> ELR055: West of A49 – 2.5 ha Reserve Employment Site – 3.5 ha |
| Ellesmere (North West) | 1.70 | 7.80 | 9.20 | Existing employment sites to be retained: <ul style="list-style-type: none"> LN2003/00037: Ellesmere Business Park, off Oswestry Road – 6.2 ha LN2003/00036: Off Grange Road, Ellesmere – 3.0 ha |
| Highly (East) | 0.15 | 0.6 | No additional land | One outstanding planning permission remains on Land adj Netherton Workshops (App. No. LB2004_00017) – 0.6 ha |
| Ludlow (South) | 4.0 | 1.9 | 6.0 | <ul style="list-style-type: none"> LUD034/ELRO59: Land east of Ludlow Eco Park, Sheet Road, Ludlow. Existing employment site, potential employment uses here could include a high quality business park/business area or an incubator /SME cluster site – 2.5 ha ELR058: Land south of Ludlow Eco Park, Sheet Road, Ludlow: Proposed new employment site, potential employment uses here could include a high quality business park/business area, an incubator/SME cluster site or a general industrial/business area – 3.5 ha. |
| Market Drayton (North East) | 4.0 | 41.1 | 16.00 | <ul style="list-style-type: none"> Sych Farm (Phase 2) – Can support the full range of B class uses and waste management/other environmental industries – 16 ha Land north of Sych Farm – additional dedicated user site – 8 ha. |
| Minsterley (Central) | 1.1 | 0.3 | 2.00 | Windfall Development of up to 2 ha (Hall Farm, Minsterley (MIN002) includes employment uses on 0.7ha mixed use site within the development boundary) |
| Much Wenlock (East) | - | 1.7 | - | Existing employment site to be retained: Land at Stretton Road, Much Wenlock – to be identified for general industrial and business uses (B1, B2, B8) – 1.7 ha |
| Oswestry (East) | 6.8 | 6.8 | 39.00 | <ul style="list-style-type: none"> ELR042: Land north of Whittington Road, east of A5/A483 Bypass – 2 ha |

| Settlement Area (Spatial Zone) | Employment Land Take-Up 2006-2013 (ha) | Commitments at April 2013 (ha) | Employment Land Requirement 2013 – 2026 (ha) | Employment Sites Identified |
|-----------------------------------|---|--------------------------------------|--|---|
| | | | | <ul style="list-style-type: none"> • ELR043: Land south of Whittington Road, east of A5/A483 Bypass – 23 ha (14 ha developable) • ELR072: Land at Mile End East, east of A5/A483 Bypass - 23 ha |
| Shifnal (East) | 2.0 | - | 5.00 | <ul style="list-style-type: none"> • SHI004/c: Land between Lawton Road and Lamledge Lane – to be allocated for general industrial and business uses (B1, B2, B8) – 2.0 ha • ELR021: Land at J N Bentley Ltd off Lamledge Lane - to be allocated for general industrial and business uses (B1, B2, B8) – 2.0 ha |
| Wem (North East) | 4.5 | 4.6 | 4.00 | ELR031a: Land adj. Shawbury Rd (B5063) – 4.00 ha (5.30 ha total) |
| Whitchurch (North East) | 8.2 | 11.6 | 15.00 | <ul style="list-style-type: none"> • ELR33: Land North of Waymills – 8.5ha • ELR35: Land at Heath Road - 6ha. |

Source: Shropshire Council, 2012

Shropshire Place Plans – Shropshire Council (and others)

2.58 The emerging Place Plans identify the local priorities and infrastructure requirements for each of Shropshire's communities. They are being developed by Shropshire Council in partnership with local communities, parish and town councils, and local infrastructure and service providers. Plans are being completed, or are under preparation, for the following 18 areas:

- Albrighton
- Bishop's Castle
- Bridgnorth
- Broseley
- Church Stretton
- Cleobury Mortimer
- Craven Arms
- Ellesmere
- Highley
- Ludlow
- Market Drayton
- Minsterley and Pontesbury
- Much Wenlock
- Oswestry
- Shifnal
- Shrewsbury
- Wem
- Whitchurch.

2.59 As Table 7 shows, most of the Place Plans make references to employment and eight highlight the desirability of increasing employment provision locally. In terms of the existing Employment Sites and Areas of Shropshire – Bishop's Castle Business Park, Long Lane Industrial Estate, Alverley Industrial Estate and Whitchurch Business Park are all recommend for adoption by Shropshire Council. In Cleobury Mortimer, the Parish Council has identified Old Station Business Park as an Employment Area with expansion potential, while in Ludlow, growth of the Eco Park is also seen as desirable.

Table 7 – Shropshire Place Plans Employment Issues

| Place Plan | Employment Comment - Yes / No | Relevant Policy Comment |
|-------------------|-------------------------------|---|
| Albrighton | Yes | <p>The Infrastructure and Delivery Investment Framework identifies that there is a need for more employment opportunities, including opportunities for returning servicemen and women.</p> <p>Albrighton Parish Council identifies that:</p> <ul style="list-style-type: none"> • The area of light industry on Cross Road is capable of expanding and would contribute to local employment • The Cosford base has potential to be incorporated in the High Technology Corridor which Albrighton lies within. There is potential to reuse some of the current specialist buildings on the site and in close proximity to Wolverhampton University's Priorslee campus in Telford • Expand employment uses at Shifnal service station. |
| Bishop's Castle | Yes | Bishop's Castle Business Park will require adoption. |
| Bridgnorth | Yes | <p>The Bridgnorth Town Plan has identified the following improvements:</p> <p><i>“Apprenticeship schemes, local courses, encouragement of businesses into the area, including high skilled, and exploring new ways to provide jobs for school leavers.”</i></p> |
| Broseley | No | - |
| Church Stretton | No | - |
| Cleobury Mortimer | Yes | <p>It is expected that the Market Towns Revitalisation Programme will support the provision of infrastructure and employment land at Tenbury Road to prepare for development.</p> <p>Cleobury Mortimer Parish Council see the development of live/work units as a good opportunity to bring employment to Cleobury The Parish Council has also identified Old Station Business Park as an Employment Area with growth potential.</p> <p>Hopton Wafers Parish Council noted that employment opportunities, in keeping with the rural nature of the parish, would be looked upon with favorably in order to reduce the number of residents commuting outside the area to work.</p> |
| Craven Arms | Yes | <p>It was recommended that Shropshire Council adopt Long Lane Industrial Estate.</p> <p>Wistanstow Parish Council wish to promote and encourage the conditions to that will allow new jobs to be created in the Craven Arms area. Suggestions include allowing redundant farm</p> |

| Place Plan | Employment Comment - Yes / No | Relevant Policy Comment |
|---------------------------|-------------------------------|---|
| | | buildings to be converted for live/work activities, establishing a resource centre with IT equipment to support entrepreneurs. |
| Ellesmere | Yes | <p>There is potential for further phases of development at Wharf and Ellesmere Yard. Ellesmere Yard is in the ownership of British Waterways and has potential to be redeveloped for a mix of tourism, leisure, employment and residential uses. British Waterways are currently working on proposals to open up a large part of the Yard.</p> <p>It was recommended that Shropshire Council should adopt Ellesmere Business Park.</p> <p>Ellesmere Parish Council wishes to support the growth of new and existing businesses, if necessary by encouraging the provision of further employment land.</p> |
| Highley | Yes | <p>Highley Parish Council states in the Parish Plan that they will look to create employment for local people and support existing businesses. Investment is required to market Highley as an attractive location for businesses and incentives may be required to encourage businesses to the area.</p> <p>It was recommended that Shropshire Council should adopt Alverley Industrial Estate.</p> |
| Ludlow | Yes | The provision of further employment land at Ludlow Eco Park is seen as desirable. |
| Market Drayton | Yes | <p>At Sych Farm the owner of the expansion land has stated that there are no physical infrastructure constraints on the site and the issue is one of policy. The site was originally identified for employment development but was subsequently removed by the Inspector. Infrastructure has been put in place including drainage to meet any possible flooding issues</p> <p>Hodnet Parish Council have identified the need for more local employment opportunities</p> |
| Minsterley and Pontesbury | No | - |
| Much Wenlock | No | - |
| Oswestry | Yes | <p>Park Hall is a potential (long term) development area for a mix of uses including employment.</p> <p>Selattyn and Gobowen Parish Council has identified the need to improve local employment opportunities.</p> |
| Wem | Yes | Wem Town Council has identified a need for additional high quality employment land that widens the economic base by providing hi tech |

| Place Plan | Employment Comment - Yes / No | Relevant Policy Comment |
|-------------|-------------------------------------|--|
| | | opportunities for growth |
| Whitchurch. | Yes | It was recommended that Shropshire Council should adopt Whitchurch Business Park. Prees Parish Council stated the need to support farm related, home-based small businesses and live/work projects. Industrial/commercial development should be contained within preferred identified sites. |

Source: BE Group 2014

Shropshire Employment Land Review and Sites Assessment – Shropshire Council (2011)

- 2.60 BE Group completed an Employment Land Review and Sites Assessment for Shropshire Council in 2011. This indicated that, as of 2010, Shropshire had a headline total of 140.84 ha of available employment land made up of 102 sites. Almost a third of this (46.28 ha) was serviced. Just under 65 percent (86.00 ha) was available within three years which satisfies the Shropshire Local Plan Core Strategy guidance that 72 ha of employment land should be readily available at any time.
- 2.61 Excluding land which is unlikely to come forward for development and land retained for expansion by businesses (the worst case scenario) that supply reduced to 119.54 ha (85 sites). However, the Employment Land Review assumed that expansion land would continue to play a role in accommodating businesses in the future. Including expansion land that gave a realistic land supply scenario of 135.28 ha in 98 sites (see Table 8).
- 2.62 Table 8 also identifies 484 ha (comprising 65 sites) in additional land which was available as a reserve supply. Sites from this supply could be allocated to meet any shortfalls in the existing portfolio and a number of these are now being taken forward as possible SAMDev Plan allocations. Where these proposed SAMDev sites relate to Shropshire’s Strategic Sites and Employment Areas, they are highlighted in the Employment Area/Strategic Site Proformas (see Appendices 1 and 2). Existing employment sites, which remain available, are also discussed further in the Employment Area/Strategic Site Proformas.

Table 8 – Shropshire Employment Land Supply Summary

| Area | Headline Land Supply, ha (number of sites) | Potential Land Losses, ha (number of sites) | Realistic Scenario, ha (number of sites) | Expansion Land, ha (number of sites) | Worst Case Scenario, ha (number of sites) | Additional Land Supply, ha (number of sites) |
|--------------|---|--|---|---|--|---|
| North East | 36.10 (18) | - | 36.10 (18) | 8.66 (2) | 27.44 (16) | 148.00 (16) |
| North West | 34.93 (17) | 1.59 (1) | 33.34 (16) | 1.99 (2) | 31.35 (14) | 61.00 (9) |
| Central | 39.54 (32) | 0.19 (1) | 39.35 (31) | 2.24 (3) | 37.11 (28) | 79.00 (11) |
| South | 17.80 (24) | 2.32 (1) | 15.48 (23) | 2.01 (3) | 13.47 (20) | 94.00 (16) |
| East | 12.47 (11) | 1.46 (1) | 11.01 (10) | 0.84 (3) | 10.17 (7) | 102.00 (13) |
| Total | 140.84 (102) | 5.56 (4) | 135.28 (98) | 15.74 (13) | 119.54 (85) | 484.00 (65) |

Source: BE Group 2011

- 2.63 The Employment Land Review and Sites Assessment identified the need for another 118.84 ha of new employment land, across the County, over the period to 2026. Table 9 outlines how that 118.84 ha should be apportioned across the study area.
- 2.64 In the North East, the Employment Land Review recommended that the 8.50 ha reserved to meet the needs of Muller Dairy be recognised as a ‘special use’. An additional land allocation allowance of general employment land was therefore required in Market Drayton, to meet identified needs. In Whitchurch, it was noted that public sector support will be required to bring forward existing sites in Heath Road and South of Civic Park (due to the power supply issues). This was a significant issue as Whitchurch lacked readily available employment land.

Table 9 – Recommended Distribution of New Employment Land Allocations

| Spatial Zone | New Allocations, ha | Comments |
|---------------------|----------------------------|---|
| North East | 36.13 | The bulk of this is divided between: Whitchurch – 15 ha Market Drayton – 15.5 ha (including 8.5 ha to replace Mullers expansion land) Wem – 4.0 ha |
| North West | 16.81 | Most of this is allocated to Oswestry possibly with 12 ha to replace Weston Farm |
| Central | 37.16 | Shrewsbury takes 35 ha of the allowance |
| South | 14.78 | Key allocations: Ludlow – 6 ha Craven Arms – 2 ha Church Stretton – 2 ha Bishops Castle – 1 ha Cleobury Mortimer – 1 ha |
| East | 13.96 | Bridgnorth soaks up 5 ha, with 1-2 ha allocations in the other towns in this Zone |
| Total | 118.84 | |

Source: BE Group 2014

- 2.65 In the North West, there was an identified shortage of readily available land in Oswestry. Weston Farm was (and remains) a longstanding allocation in Oswestry. If it did not come forward for development quickly, the Review recommended de-allocating it and providing replacement land. An extension to Ellesmere Business Park is available but will require public sector support to service it.
- 2.66 In the South, the new land allocations needed to take into account the Ludlow Community Hospital's proposed relocation to the Eco Park in Ludlow (although this is now not taking place, see Section 3.0). In Craven Arms it was identified that the servicing of the extension to Long Lane Industrial Estate will require public sector support. New land was also suggested for those settlements which, in 2010, had little or no existing employment land especially Church Stretton and Cleobury Mortimer. This excluded Bishops Castle which had (and has) existing land available at Bishops Castle Business Park.
- 2.67 In the East, Bridgnorth's land supply was tied to a near-monopoly owner and not readily available. It was recommended that an alternative land supply be identified to meet the wider needs of the town. Additional provision was also suggested for Much

Wenlock, Shifnal, Albrighton, Broseley and Highley which lack existing sites.

2.68 In its appraisal of the County's property market, the Employment Land Review identified that (at the time of writing) there was reasonable demand for industrial sites and premises across Shropshire, although in Whitchurch and Oswestry this was caused by a lack of supply. Across these towns there was a lack of industrial land, freehold properties and modern premises (particularly 100-200 sqm units). Several smaller market towns also had minimal availability, notably Cleobury Mortimer, Much Wenlock and Broseley.

2.69 Industrial demand was for units up to 500 sqm, with larger requirements focused on Shrewsbury. There was limited demand for large distribution warehousing units. The bulk of office demand was for units up to 100 sqm, with that demand focused in Shrewsbury.

'My Shropshire: Building Strong Communities', Shropshire Council Plan 2011-2013 – Shropshire Council (2011)

2.70 The Plan is a roadmap, setting out how Shropshire Council intends to work in the future. It has the vision *"To improve significantly the quality of life for Shropshire people by working together"*.

2.71 The vision is made up of six priorities. Under the priority 'economic growth and prosperity' Shropshire Council seeks to *"work with our partners to ensure that Shropshire's economy is sustainable and businesses are competitive and resilient. This will be supported by a sustainable infrastructure, such as appropriate housing, good broadband coverage, good integrated transport network and a workforce that has access to better-paid and more secure and satisfying employment."*

Shropshire's Economic Growth Strategy – Shropshire Council/Shropshire Partnership/Shropshire Business Board (2012)

2.72 The vision of Shropshire's Economic Growth Strategy is that *"Shropshire's economy is sustainable and businesses are competitive and resilient."* The three goals of the Strategy are that:

- *"People in Shropshire will have access to better-paid and more secure and satisfying employment, including self-employment, in their local area, with a reduction in the numbers of the long-term unemployed"*
- *Our local workforce will possess the skills and knowledge they require for*

work, and be able to access training to gain new skills that match the needs of employers.

- *Shropshire will be widely recognised as a great place to live, work, invest and visit.”*

2.73 Table 10 summarises the key elements of the strategy, identifying its priorities for growth, the relevant key elements of those priorities and the relevant actions that key actors must take to achieve those priorities.

Table 10 – Shropshire’s Economic Growth Strategy

| Priority for Growth | Relevant Elements of the Priority | Relevant Actions |
|------------------------------|---|--|
| Accelerating business growth | <ul style="list-style-type: none"> • More businesses connecting and working with each other to strengthen local supply chains, including supply chains around our larger companies, with an increase in local spend and resilience • Entrepreneurship and inventiveness become more widespread with businesses that make use of a sound knowledge base to recognise and exploit opportunities and supported by effective, simplified business advice and support • A rebalance of the Shropshire economy to increase the proportion of private sector employment • More businesses relocating or choosing to expand and grow in Shropshire. | <ul style="list-style-type: none"> • Work on removing barriers to growth and exporting and help more businesses to connect and trade in the rest of the UK and internationally • Improve inward investment opportunities, especially cross-border investment from Wales and the North West and the M54 corridor • Create more Enterprise Areas, such as that proposed at Cosford • Anticipate and respond where there is a danger of one of our larger companies relocating or being forced to close, in order to help to mitigate against any job losses and their effects, for example through much closer liaison between our larger businesses and Shropshire Council • Increase money spent locally and strengthen local supply chains to ensure that the overall local economy is more resilient. |
| Infrastructure for growth | <ul style="list-style-type: none"> • Businesses and home workers that can work more flexibly through the use of improved superfast broadband, improved telecommunication networks and transport links • Quality work space / infrastructure available for businesses at every stage – including incubators for start-up, innovation centres and space for growing businesses to expand into and cluster. | <ul style="list-style-type: none"> • Continue our work to bring superfast broadband and improved mobile phone connectivity to as many people as possible in Shropshire • Give Shropshire a much higher profile as a great place to live, work, invest and do business, to raise a generally low awareness of what Shropshire has to offer • Promote Shropshire’s positive planning policies (e.g. our SUE policy) as a favourable backdrop against which to come and do business |

| Priority for Growth | Relevant Elements of the Priority | Relevant Actions |
|---------------------------------|--|---|
| | | <ul style="list-style-type: none"> • Work with Marches Local Enterprise Partnership and Tri County partners to bring about improvements in transport infrastructure, including more frequent rail links to London, and improve our electricity and gas supplies in areas where service is inadequate for business need. |
| Stimulating our Growth Sectors | <ul style="list-style-type: none"> • Business growth in our 'opportunity sectors': <ul style="list-style-type: none"> <i>Land based industries</i> <ul style="list-style-type: none"> ○ Food and drink manufacturing companies ○ Green economy ○ Landowners and farmers. <i>Quality of Life sectors</i> <ul style="list-style-type: none"> ○ The visitor economy ○ Creative and cultural industries ○ The care industry. • Increased growth and wealth creation from our growth sectors • More knowledge based employment and increased productivity, innovation and GVA from these sectors. | <ul style="list-style-type: none"> • More work will need to be around these business sectors to consider where their real competitive strengths lie, so we can understand how we can take action to support existing businesses to grow, encourage new start-ups and look for opportunities to attract people from outside Shropshire to invest here, for example by developing and nurturing niche manufacturing enterprises around these sector. |
| Our skilled and loyal workforce | - | - |

Source: Shropshire Council/Shropshire Partnership/Shropshire Business Board, 2012

Spotlight on the Shropshire Economy (Shropshire Local Economic Assessment) – Shropshire Council (2011)

2.74 This study provides an in-depth understanding of Shropshire's local economy in order to:

- *“Provide a sound understanding of the economic conditions in the area and how they affect residents and businesses*
- *Identify the comparative strengths and weaknesses of the local economy and the nature and form of local economic challenges and opportunities*
- *Identify the local economic geography, including the economic linkages between the area being assessed and the wider economy*

- *Identify the local constraints to economic growth and employment and the risks to delivering sustainable economic growth.”*
- 2.75 The study will inform a range of future strategies and policies. It will also determine future priorities for local economic development and underpin the three Community Strategy priorities:
- *“Enterprise and growth, with strong market towns and rebalanced rural settlements*
 - *Responding to climate change and enhancing our natural and built environment*
 - *Healthy, safe and confident people and communities.”*
- 2.76 With a population of 292,800 at mid-year 2008, Shropshire is a predominantly rural and sparsely populated county (with a population density of only 0.92 persons/ha) with a traditional reliance on farming and associated industries. More than a third of Shropshire’s population live in villages, hamlets and the countryside.
- 2.77 In terms of commuting, Shropshire has strong links with Telford and Wrekin. The 2001 Census indicated that some 17,868 people travelled between Shropshire and Telford and Wrekin for work purposes. Overall, 33,011 residents commuted out of the county in 2001 compared with the 20,786 of workers who commuted in. Levels of employment self-containment vary considerably across the county, with the eastern parts of Shropshire in particular supporting high numbers of out-commuters. The proximity and influence of the Birmingham conurbation means that it is easy for residents in this area to work elsewhere.
- 2.78 Like many rural areas, Shropshire has a rapidly ageing population and a comparatively low working age population. In 2009, the size of the working age population was offset to by a high rate of economic activity (in 2009, the total number of economically active people stood at 144,000, 80.6 percent of the working age population). However, the working age population is expected to decline in absolute terms within the next 15 years.
- 2.79 Shropshire also supports a high level of self employment, especially in the south of the County. In 2009, there were 19,200 self-employed people, which equated to 12.3 percent of those in employment. By comparison 2009 self-employment rates were

8.2 percent in the West Midlands and 9.0 percent nationally.

- 2.80 The recession impacted on some occupations more than others. In 2009, the number employed in professional occupations fell substantially. The proportions of workers employed as managers and senior officials and in sales and customer service occupations were also adversely affected by the economic downturn. In contrast, there was a significant increase amongst those working in associate professional and technical occupations and personal service occupations. There was also growth in the number working in skilled trades and elementary occupations.
- 2.81 The type of employment available has a significant impact on wage levels. Shropshire has traditionally been a low wage economy with a dependence on agriculture, the food and drink industry and tourism. In April 2009, average earnings were £406.40 per week, 11 percent lower than West Midlands' workplace earnings of £456.40 per week and 17.1 percent less than the UK average of £490.20 per week.
- 2.82 Although Shropshire is a relatively affluent county, there are pockets of deprivation where a high proportion of the population is out of work, in low paid employment or suffering from other forms of economic and social exclusion. However, with the exception of Castle Ward in Oswestry all of the main pockets of deprivation (which fall into the top fifth most deprived of areas in England) are located in Shrewsbury.
- 2.83 The nature of business enterprise in Shropshire reflects its rural character, with agriculture, farm diversification and tourism playing an important part and employing significant numbers of people. The public sector also has a strong role and in 2009, around one in three workers in Shropshire was employed by public organisations. Important business sectors in Shropshire include the food and drink industry (in 2009 the food manufacturing industry accounted for more than 3 percent of total employment), environmental technologies, creative industries and tourism.
- 2.84 The main employment areas in Shropshire are concentrated in Shrewsbury and the larger market towns, with access to employment a greater issue in more rural locations. An increasing proportion of businesses are now located on the edge of towns, with business parks in particular attracting businesses which might have previously been located in town centres. Both Tern Valley Business Park, Market Drayton and Ludlow Eco Park have seen recent investment, while there has been

little recent office development in Shropshire's town centres.

- 2.85 Shropshire is primarily a small business economy, although there are some major employers which account for a large share of the county workforce. In some smaller market towns there is heavy reliance on a small number of large employers.

Shropshire Strategic Housing Land Availability Assessment, Final 2009 Update Report – Shropshire Council (2010)

- 2.86 The aim of the Shropshire Strategic Housing Land Availability Assessment (SHLAA) is *“to set out information on land that offers potential for accommodating housing to inform the choices that are to be made within plan-making process.”*
- 2.87 The SHLAA indicates that across Shropshire, a total of 6,285 dwellings have planning permission for development (or are under construction) as at 1st April 2009. In total, 182 possible housing sites were identified with the capacity to provide 5,532 dwellings by 2026. The majority of these are likely to be developed in the period before 2019.
- 2.88 A number of the sites identified are presently in employment use. As Table 11 shows, there are five housing opportunity sites, identified by the SHLAA, on Shropshire's Strategic Sites and Employment Areas. These total 6.85 ha (with the potential to deliver some 196 dwellings) and include land and property at Ellesmere, Broseley, Bishops Castle, Craven Arms and Ludlow.

Table 11 – Housing Opportunity Sites Identified on Shropshire’s Strategic Sites and Employment Areas*

| Site (Settlement) | Employment Area | Description and SHLAA Conclusions | Size, ha | Suggested Housing Yield, Dwellings |
|--|-----------------------------|--|----------|------------------------------------|
| North West | | | | |
| ELL013: Fullwood and Bland, Grange Road (Ellesmere) | Fullwood and Fabdec | <p>The site is currently occupied by Fullwood Ltd which manufactures dairy equipment. It is characterised by large industrial buildings and areas of open storage. It adjoins residential development to the south and east and agricultural land to the north. There is existing access from Grange Road and through the adjoining site ELL008 onto Brownlow Road.</p> <p>The site is suitable for development subject to retaining employment uses on site. Despite being promoted actively through the planning system, the site is likely to be delivered in the middle period due to existing uses on the site and possible remediation work.</p> | 3.48 | 104 |
| East | | | | |
| BROS021a/09: Land off Cockshutt Lane (Broseley) | Cockshutt Lane | <p>Site located to the north east of the settlement, within the settlement development boundary. Site is currently in employment use and contains a large factory building along the Cockshutt Lane road frontage albeit set back a few metres. There is a smaller 'works' building in the northern half of the site which surrounded by an area which is used to store scrap metal. The access to the northern part of the site is via a lane beyond the eastern boundary of the site. The main access is directly off of Cockshutt Lane. The two areas of the site are separated by a row of tall coniferous trees which is repeated along the southern boundary along Cockshutt Lane. Surrounding uses are residential to the west and south, industrial to the east and open countryside to the north.</p> <p>A well located site suitable for residential development subject to the relocation of the existing businesses. This therefore likely to be a longer term site.</p> | 1.07 | 20 |
| South | | | | |
| BISH019: Livestock Market, Station Street | Love Lane Industrial Estate | <p>Livestock market in centre of town. Mainly level site two thirds covered by auction yard and holding pens, one third parking, recycling facilities and public toilets.</p> <p>A well located site suitable for residential development subject to the relocation of the</p> | 0.41 | 12 |

| Site (Settlement) | Employment Area | Description and SHLAA Conclusions | Size, ha | Suggested Housing Yield, Dwellings |
|--|------------------------------------|--|----------|------------------------------------|
| (Bishops Castle) | | livestock market. This therefore likely to be a longer term site. | | |
| CRAV022: Abattoir Site (Craven Arms) | Euro Quality Lambs/Morris Corfield | <p>The site is within the flood plain, is flat and contains the Craven Arms Abattoir-a major employer. It consists of a number of commercial buildings, concrete yards and storage. The surrounding uses are open countryside, housing and the river Onny and the floodplain.</p> <p>This site is only likely to come forward once the abattoir has relocated to the proposed site off the A49. However, once this has occurred the site will be available for development; therefore the site is considered to be able to come forward in the second five year time period.</p> | 0.85 | 25 |
| LUD020: Lloyds of Ludlow Corve Street (Ludlow) | Lloyds of Ludlow (and others) | <p>A flat site in the centre of Ludlow. Formally railway sidings then haulage company depot with coal yard and storage.</p> <p>The site is considered suitable for residential development, and is expected to be available and developable in the longer term.</p> | 1.04 | 35 |

Source: Shropshire Council 2010

*Excludes sites rejected by the SHLAA for any reason.

Summary

- 2.89 The NPPF requires local authorities to “*set criteria, or identify strategic sites*” which can meet local and inward investment needs over the plan period. However, local planning authorities should avoid the long term protection of employment land “*where there is no reasonable prospect of a site being used for that purpose.*”
- 2.90 Shrewsbury is a focus for development in the County. The principal centres are the main market towns of Oswestry, Whitchurch, Market Drayton, Ludlow and Bridgnorth. There are 12 district centres (counting Minsterley and Pontesbury as one) spread around the County which form a third tier of development focus. Land allocations in Oswestry will include a Sustainable Urban Extension (SUE) to the south east of Oswestry, on land between Shrewsbury Road, Middleton Road and the A5/A483 Oswestry bypass. This will provide an additional 4-6 ha of employment land.
- 2.91 Core Strategy policy states that a portfolio of employment land will be identified to provide a range and choice of opportunities. That portfolio will also be supported by “*protecting existing strategic employment land and premises to secure these sites for employment uses.*”
- 2.92 The emerging SAMDev Plan seeks to protect the County’s key Employment Areas and Sites for B1, B2, B8 occupiers, along with compatible waste management uses. Non Class B/quasi-retail uses (car showrooms, tyre and exhaust centres, and builders’ merchants) are also generally acceptable, although trade counters will only be permitted where the trade counter use is ancillary to the main employment use. Other non B class employment uses (such as cafes, sandwich bars and day care nurseries) may be permitted “*where they would support enterprise and improve the functionality of an employment area.*” Class A1 retail uses will not normally be permitted.
- 2.93 Updating the Core Strategy, the SAMDev Plan identified the need for a further 120 ha of employment land, over the 2012-2026 period, across the County. 47 percent of this need is in Shropshire’s market towns and key centres. Shropshire will maintain a reservoir of employment land, ensuring that a minimum supply of 72 ha is readily available throughout the Local Plan period (over three 5 year periods).

- 2.94 Shropshire's Strategic Sites and Employment Areas will be safeguarded for B class and other related employment uses. They will also provide "*committed development and regeneration opportunities which support the strategic employment land supply*". Proposals to remove the safeguarding of existing employment areas require community and evidence of three marketing campaigns, carried out over at least a year, showing the site is no longer commercially viable for employment use.
- 2.95 BE Group completed an Employment Land Review and Sites Assessment for Shropshire Council in 2011. This indicated that, as of 2010, Shropshire had a headline total of 140.84 ha of available employment land made up of 102 sites. Half of this supply is in North East and North West Shropshire.
- 2.96 There are five housing opportunity sites, identified by the SHLAA, on Shropshire's Strategic Sites and Employment Areas. These total 6.85 ha with the potential to deliver some 196 dwellings

3.0 MARKET APPRAISAL

3.1 This section considers the market performance of each location. This is based on discussions with property market stakeholders (developers, scheme managers and their agents) about the present demand for land and property in each Site and Area, and any gaps in supply. The views of key landowners and occupiers are considered separately in Section 4.0.

3.2 The section is also informed by an assessment of each Strategic Site and Employment Area against four market criteria – critical mass, accessibility, prominence and environment. Against each of these criteria the Site and Area is rated ‘good, average or poor’.

Market Appraisal

3.3 Table 12 details the market assessment of Strategic Sites and Employment Areas of Shropshire. The assessment indicates the total employment land provision within Shropshire’s Sites and Areas to be 291.35 ha.

3.4 It also reviews the eight additional Sites and Areas which are considered, at a higher level, in this study. For clarity, these are highlighted within the table. These total 56.56 ha, giving a combined total for the Phase II Strategic Sites and Employment Areas of 347.91. In the case of the additional Sites and Areas it provides a update of the findings of the 2011 Employment Land Review and Sites Appraisal.

Table 12 – Assessment of Existing Employment Areas

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|---|-------------------------|--|------|---------------|------------|--|
| | | | | Environment | Mass | Accessibility | Prominence | |
| North East | | | | | | | | |
| Waymills Business Park, Civic Park (Whitchurch Business Park) and Grocontinental Waymills/A525 Whitchurch | 26.87 | B1(a ,b, c)/B2/B8 business park including larger logistics units (Also sui generis car showrooms and three dwellings) | 93 | G | G | G | G | <ul style="list-style-type: none"> • Land South of Civic Park, Whitchurch has been on the market for a number of years. The marketing agents report interest from a number of Shropshire companies looking for design and build, owner occupied industrial units of up to 929 sqm. The owners will be seeking planning permission for a first phase of industrial premises shortly, with development expected within 2-3 years • Includes the Council owned Civic Green workshops. These former school buildings offer budget space with limited insulation, single glazing and constrained access • Civic Green is marketed to both office and industrial occupiers, but in reality the scheme is not suitable for office uses due to building conditions (i.e. the units gets very cold in winter). • Civic Green is popular with local food producers and the auto trade. The scheme has also enjoyed good demand from the social enterprise sector. Units 9-11 are occupied by Shropshire County Training (Shropshire Council). The scheme does not have a high turnover of tenants and existing occupiers are being retained in the long term. • Rents are £40-50/sqm • The Council also owns six units at Whitchurch Business Park, these have been fully occupied for some time • PXP West Midlands owns five terraced industrial units (99-150 sqm in size) at Waymills Industrial Estate. The units are fully occupied and have been for some time. PXP receives regular enquiries from local businesses looking for good quality workshop accommodation, indicating there is further demand for properties of this type in Whitchurch. • |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--|---------------|--|-------------------------|--|----------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| Wem Engineering Centre Church Lane Wem | 1.35 | B1(c)/B8 industrial estate | 83 | G | A | A | G | <ul style="list-style-type: none"> No market comments. |
| Mullers and Tern Valley Business Park Shrewsbury Road Market Drayton | 13.23 | B1(a)/B2/B8 Major food production and logistics facilities plus a range of secondary accommodation | 100 | G | P | G | G | <ul style="list-style-type: none"> Standalone manufacturing sites for major local employers, with associated facilities and development land. |
| <i>Sych Farm, Phase 1, Market Drayton</i> | 9.54 | <i>B1(c)/B2/B8</i> | <i>N/A</i> | <i>A</i> | <i>A</i> | <i>G</i> | <i>G</i> | <ul style="list-style-type: none"> <i>Employment Site LN2003/00063 remains undeveloped although the land here has the potential to deliver good quality industrial accommodation.</i> <i>The SAMDev Plan does identify 16ha of land adjoining Sych Farm for a phase II expansion to the business park</i> |
| Wem Business Park Noble Street/New Street Wem | 3.23 | B1(a, c)/B2/B8 industrial estate and adjacent office complex (Plus sui generis car showrooms) | 88 | A | A | A | A | <ul style="list-style-type: none"> Established industrial estate with a wide rural catchment area Vacant units tend to let within a few months However, there is also a high turnover of occupiers and companies are generally only looking for budget accommodation at this location. This means there is little incentive for property owners to invest in refurbishing the units. |
| Maer Lane and Bert Smith Way Market Drayton | 12.63 | B1(a, c)/B2/B8 industrial estate plus a large food production facility | 85 | A | A | A | A | <ul style="list-style-type: none"> No market comments. |
| Aston Road Business Park Aston Road Wem | 1.12 | B1(c)/B2/B8 industrial estate | 100 | A | A | P | A | <ul style="list-style-type: none"> Successful local scheme, serving Wem and the surrounding rural hinterland The level of demand here supports the development of additional industrial units, |
| <i>Wem Industrial Estate, Wem</i> | 22.35 | <i>B1(c)/B2/B8</i> | <i>N/A</i> | <i>P</i> | <i>G</i> | <i>P</i> | <i>P</i> | <ul style="list-style-type: none"> <i>Wem Industrial Estate is a major source of budget quality industrial accommodation in northern Shropshire</i> |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--|---------------|---|-------------------------|--|------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | <ul style="list-style-type: none"> • <i>Employment Site LN2003/00042 remains undeveloped suggesting an ongoing lack of interest in this land from developers and occupiers.</i> |
| Sub-Total | 90.32 | | | | | | | |
| North West | | | | | | | | |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows A483/Shrewsbury Road Oswestry | 97.75 | B1 (a, b, c) /B2/B8 business park (also hotel, pub/restaurant and several food outlets) | 91 | G | G | G | G | <ul style="list-style-type: none"> • These linked estates offer an extensive range of older, budget/moderate quality industrial units but there is a shortage of new/good quality options • Demand is for industrial (mostly warehouse/storage) units of 300-1,000 sqm. Both freehold and leasehold properties • Average rents for existing units range from £55/sqm for 100 sqm units, down to £19/sqm for 2,000 sqm units • No demand for offices at this location, it remains an almost exclusively industrial area • Shropshire Council owns 28 units at Maes-Y-Clawdd. This scheme is popular with local start-ups, particularly as there are no small workshop options elsewhere in the town. Although there is a high failure rate amongst the new businesses attracted to this space, vacant accommodation lets quickly • The pedestrianisation of Oswestry Town Centre may be encouraging some retail and office occupiers to look at edge of settlement/out of town schemes, including available space in this area • Many smaller units in this area are in use for storage by businesses whose manufacturing/trading facilities are elsewhere • PXP West Midlands owns 15 terraced industrial units (75-297 sqm in size) off Maesbury Road (Radfords Field Industrial Estate). The units are 87 percent occupied and PXP receives regular enquiries from local businesses looking for good quality workshop accommodation • Land at Mile End Junction (marketed as Oswestry Gateway) is on the market for design and build |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--|---------------|---|-------------------------|--|------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | office, industrial and motor trade uses. Land has also been sold to KFC and Starbucks but there is no demand for further retail/hot food options here. |
| <i>Ellesmere Business Park, Ellesmere</i> | 2.63 | B1(a, c)/B2/B8 | N/A | G | A | G | G | <ul style="list-style-type: none"> • <i>Ellesmere Business Park Phase II is a longstanding site with the potential to provide a high quality extension to the existing Business Park. The land is constrained by flooding along the northern boundary and there is a need for gap funding of services and access. However, with appropriate investment, it was judged to be a viable employment site,</i> • <i>Although the Phase II site has not been brought forward over the 2010-13 period, this is not unexpected given recent recessionary conditions and the identified constraints of the site. The landowner has recently renewed the planning permission suggesting an ongoing aspiration to develop this land for employment uses at the right time.</i> |
| Whittington House and Artillery Business Park A495 Whittington Road Oswestry | 6.00 | B1(a)/B8 Office complex, multi-let small business scheme and storage units | 89 | G | P | G | G | <ul style="list-style-type: none"> • Offers budget workshop accommodation and serviced offices. The workshops have proved popular with local businesses, who are looking for units of 300 sqm • Demand for the offices is limited, reflecting a lack of demand for office suites across Oswestry. |
| Traditional Products Whittington Road Oswestry | 2.97 | B1(c)/B2/B8 employment area (one property in primarily A1 retail use) | 100 | A | P | G | G | <ul style="list-style-type: none"> • No market comments. |
| <i>Fullwood & Fabdec, Ellesmere</i> | 3.24 | B2 | N/A | A | P | G | G | <ul style="list-style-type: none"> • <i>Employment Site LN2003/00036 is constrained by potential ground conditions, its location in a residential area, the limited demand for expansion land from adjoining businesses and the need for public sector funding for access and services. These constraints may reduce the net developable</i> |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|--|-------------------------|--|------|---------------|------------|--|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | <p><i>area</i></p> <ul style="list-style-type: none"> • The situation does not seem to have changed over the 2010-13 period and Fullwood and Fabdec have not shown additional interest in the identified land • The site should be retained for employment uses (in addition to the expansion land for Ellesmere Business Park) as it is the only large employment site in Ellesmere. However, expectations about the delivery and development of the land should be tested through the investigation of ground conditions, the infrastructure investment requirements and the local demand for development land. |
| Sub-Total | 112.59 | | | | | | | |
| Central | | | | | | | | |
| Muller Dairy and Rea Valley Foods Station Road Minsterley | 10.20 | B1(a)/B2/B8 Food production/packaging facilities | 100 | A | P | G | G | <ul style="list-style-type: none"> • Standalone manufacturing sites for major local employers, with associated facilities. |
| Sub-Total | 10.20 | | | | | | | |
| East | | | | | | | | |
| Faraday Drive Bridgnorth | 6.28 | B1 (a, c)/B2/B8 industrial estate | 97 | G | G | G | G | <ul style="list-style-type: none"> • Established, successful local industrial estate. There has seen significant recent investment but the area is now nearing capacity • No concerns over crime, access etc. • Includes Stargate Business Centre which offers moderate quality office suites of 50 sqm (aimed at start-ups) and larger industrial properties of 190-230 sqm. This facility is largely unique in Bridgnorth and enjoys good demand. Popular with local businesses, particularly in the financial services sector. The backland location of the Business Centre has not been a barrier to its success. |
| Stanmore Industrial Estate Off A454 | 18.14 | B1(a, b ,c) /B2/B8 industrial estate | 95 | G | G | A | P | <ul style="list-style-type: none"> • Stanmore Industrial Estate offers some 60,387 sqm of flexible industrial/warehouse space in 19 buildings |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|---|-------------------------|--|----------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| Bridgnorth | | | | | | | | <ul style="list-style-type: none"> • Demand is strong at present and the scheme is 95 percent full, one of the best occupancy levels they have ever had • Stanmore Industrial Estate draws its occupiers from a wide catchment area (a 25 mile radius). This reflects the fact that Bridgnorth sits in a key strategic location mid-way between the larger settlements of Hereford, Kidderminster, Shrewsbury and Telford • Units are offered on flexible leases of around 6 years. Average rents are £40/sqm, |
| Stanley Lane Bridgnorth | 2.03 | B1 (a, c)/B8 industrial estate and adjacent offices | 86 | G | A | G | A | <ul style="list-style-type: none"> • No market comments. |
| Albrighton Business Park Off A41 Albrighton By-Pass Albrighton | 1.12 | B1 (a, c) multi-let office building and motor parts unit | 61 | A | A | G | G | <ul style="list-style-type: none"> • James House is identified as a poorly performing scheme which mostly serves the local market. At only 600 sqm (offering suites of 14-20 sqm) it is too small to meet the needs of larger occupiers, who generally go to Wolverhampton Business Park • Albrighton is oversupplied with smaller office suites and James House struggles to compete with several town centre schemes. |
| Bridgnorth Aluminium Old Worcester Road Bridgnorth | 17.21 | B2/B8 Major aluminium processing and rolling plant plus three separate industrial units | 100 | A | A | G | G | <ul style="list-style-type: none"> • Standalone manufacturing sites for major local employers, with associated industrial premises. |
| Employment Area, Stretton Road, Much Wenlock | 1.92 | B1(c)/B8 | N/A | A | P | A | G | <ul style="list-style-type: none"> • Although there may be opportunities to reuse open land within the Employment Area, this is unlikely to provide the amount of employment land required (up to 1 hectare). |
| <i>Netherton Workshops, Highley</i> | <i>0.64</i> | <i>B1(c)</i> | <i>N/A</i> | <i>A</i> | <i>A</i> | <i>A</i> | <i>A</i> | <ul style="list-style-type: none"> • <i>There is planning consent for the development of 12 terraced B1(c) light industrial units (totalling 1,919 sqm) on 0.59 ha of greenfield land to the west (south of housing).</i> |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|---|-------------------------|--|------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | <ul style="list-style-type: none"> This will largely address the Employment Land Review requirement that an additional (approx.) hectare of employment land should be provided in this settlement. |
| Employment Area Cockshutt Lane Broseley | 3.57 | B1(c)/B2/B8 Large manufacturing unit plus several trade properties | 75 | A | P | A | A | <ul style="list-style-type: none"> No market comments. |
| Shifnal Industrial Estate Lambledge Lane Shifnal | 11.35 | B1 (a and c)/B2/B8 industrial estate (Plus D1 education and A3 cafe) | 96 | P | G | P | P | <ul style="list-style-type: none"> Modest demand for budget quality workshops, from local firms, no interest from office occupiers Agents feel there is insufficient demand to justify further development at this location The market for industrial premises in Shifnal is overshadowed by Wolverhampton and Telford. |
| Depots Adjoining Fir Tree House Off Bowling Green Lane Albrighton | 0.74 | B1(c)/B8 rural employment units | 100 | P | P | P | P | <ul style="list-style-type: none"> Two rural depots. |
| Employment Area Calcutts Road Broseley | 2.38 | B1 (c)/B2/B8 three dispersed industrial sites | 67 | P | P | P | P | <ul style="list-style-type: none"> No market comments. |
| Sub-Total | 65.38 | | | | | | | |
| South | | | | | | | | |
| Drover's House and The Gateway The Auction Yard Dale Street/A49 Shrewsbury Road Craven Arms | 0.47 | B1(a) office buildings (plus five A1 retail units at Drover's House) | 100 | G | G | G | G | <ul style="list-style-type: none"> Drover's House comprises a modern, purpose built block of offices and shops, comprising five ground floor retail units and nine offices, 28-110 sqm in size The offices represent a relatively unique product in the area and have proved popular with financial services businesses and technology firms looking for town centre accommodation with direct access to the A49. |
| Ludlow Eco Park Sheet Road | 3.82 | B1(a, c) high quality business park (plus D1 | 72 | G | A | G | G | <ul style="list-style-type: none"> Early phases of this scheme have performed well, attracting a diverse range of occupiers from across South Shropshire and Herefordshire. However, |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--------|---------------|---|-------------------------|--|------|---------------|------------|--|
| | | | | Environment | Mass | Accessibility | Prominence | |
| Ludlow | | dental and veterinary surgeries and D2 gym) | | | | | | <p>unlike Shrewsbury Business Park, the Eco Park has failed to attract larger regional/national occupiers – it remains a local/sub-regional scheme and most occupiers are drawn from a 15 mile radius</p> <ul style="list-style-type: none"> • The present group of occupiers are proving loyal and the Eco Park is not expected to lose any key tenants in the foreseeable future • Development at this location has been stalled since 2010, demand levels remain low and do not support the development of further employment premises at this time • Demand is for smaller workshops of 50-110 sqm, from local micro businesses. Ludlow is a focus for workshop demand as there are few good quality workshop options elsewhere in South Shropshire and adjacent parts of Herefordshire • Average rents are £70-80/sqm and freehold values are £11/sqm • The Rural Enterprise Centre offers 17 serviced offices, 24-36 sqm in size. The occupancy rate is 65 percent. Rents are £150/sqm. The scheme is felt to be performing poorly, particularly when compared to equivalent schemes in adjacent Herefordshire. The scheme has been open for five years and has never been full. Five reasons are identified for this: <ul style="list-style-type: none"> ○ A general lack of demand for offices (only four suites have been let in the last year and enquiries are sporadic) ○ A severe lack of parking, only seven spaces are available for 17 offices. Although the Ludlow Park and Ride sites within the Eco Park, a dedicated parking space is considered essential to many occupiers ○ Poor mobile phone signal at this rural location (several occupiers have been moved from the ground to the first floor because of this) |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|---|-------------------------|--|------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | <ul style="list-style-type: none"> ○ Drainage issues in the area ○ Directional signage to the Eco Park, from surrounding transport corridors is poor. ● Regular demand for non B-class employment uses, the Eco Park already has a veterinary surgery and a gym, with further enquiries from tattoo artists and other gym operators ● Occupiers are happy that Ludlow Hospital will no longer be developed on land to the north. Development of the hospital would have put further pressure on local car parking options. |
| <i>Bishop's Castle Business Park, Bishop's Castle</i> | 1.57 | <i>B1(c)/B2/B8 (Sui Generis Veterinary Surgery)</i> | N/A | G | P | G | G | <ul style="list-style-type: none"> ● <i>Bishops Castle Business Park has existing expansion land, which was judged sufficient to meet local needs</i> ● <i>Land at Bishops Castle Business Park, Phase 2 has been re-allocated in the SAMDev Plan as the most sustainable location for new employment</i> ● <i>The lack of further land take-up at Bishops Castle Business Park, over the 2010-13 period, suggests that demand has not increased in this location.</i> |
| Old Station Yard Off B4363 Cleobury Mortimer | 2.20 | B1(c)/B2/B8 industrial estate | 100 | G | A | P | P | <ul style="list-style-type: none"> ● No market comments. |
| Ludlow Industrial Estate Parys Road/Coder Road Ludlow | 10.88 | B1(c)/B2/B8 industrial estate (plus sui generis motor retail and A1 retail) | 90 | A | G | G | G | <ul style="list-style-type: none"> ● The key industrial scheme for South Shropshire, attracting occupiers from across this Spatial Zone and neighbouring Herefordshire ● Also has a range of established tenants who have remained loyal to the area, over the long term, and will look to expand within the estate ● Demand is for industrial units of less than 500 sqm, from new businesses, and for units of 500-1,200 sqm for larger companies looking to expand ● Average rents are £37/sqm ● Includes two Shropshire Council owned schemes – Lingen Road and Coder Road. The former (which comprises eight 50 sqm units, all let) is a highly |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|---|---------------|------------------------------|-------------------------|--|------|---------------|------------|--|
| | | | | Environment | Mass | Accessibility | Prominence | |
| | | | | | | | | <p>popular scheme attracting regular enquiries from local businesses. Accommodates a wide range of businesses including electricians and food production firms</p> <ul style="list-style-type: none"> • Coder Road comprises nine small (30 sqm) budget quality lock-up workshops. These are generally used for storage by private individuals or businesses trading elsewhere in Ludlow. Again these premises are popular and vacant units let quickly • PXP West Midlands owns 11 terraced industrial units (47-200 sqm in size) off Orleton Road (Ludlow Business Park). Receives regular enquiries from local businesses, from across South Shropshire, looking for good quality workshop accommodation. Seen as its most successful scheme in Shropshire and there is demand for further workshop units of this type in Ludlow. |
| Craven Arms Business Park Long Lane Craven Arms | 8.60 | B1(a, c)/B2/B8 business park | 85 | A | G | A | P | <ul style="list-style-type: none"> • Well located scheme, with a large rural catchment area • A key source of office accommodation in south west Shropshire. Suites here attract good rents (around £140/sqm) from local firms • However, the Business Park lacks prominence and this can discourage some occupiers. In particular the level crossing discourages businesses in the logistics sector who generate a high number of HGV journeys • The Business Park lacks larger (300 sqm or more) units which might attract established businesses • PXP West Midlands owns nine terraced industrial units (100-200 sqm in size) off Stokewood Road and Callow Hill Road. The units are 78 percent occupied. A successful local scheme serving a wide rural catchment area. |
| Long Mynd and Crossways Business Park | 2.20 | B1(c)/B8 industrial estate | 79 | A | A | G | G | <ul style="list-style-type: none"> • PXP West Midlands owns 11 terraced industrial units (75-246 sqm in size) in the south of the estate (Crossways Business Park). The units are fully |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--|---------------|---|-------------------------|--|------|---------------|------------|---|
| | | | | Environment | Mass | Accessibility | Prominence | |
| Off A49 Crossways Church Stretton | | | | | | | | occupied and have been for some time. |
| Love Lane Industrial Estate A488 Love Lane Bishops Castle | 10.28 | B1(a, c)/B2/B8 industrial estate | 90 | A | A | G | G | <ul style="list-style-type: none"> Includes the Shropshire Council owned Challenge Court employment scheme. This comprises nine workshops and six first floor offices. The workshops are presently full, although demand for this accommodation varies and individual properties have seen long periods of vacancy. There is also limited demand for the six offices as Bishops Castle is not seen as an office location. However, the suites are a relatively unique product in south west Shropshire, the nearest alternatives are at Clun. |
| Shrewsbury Road Industrial Estate A49 Shrewsbury Road/Long Lane Craven Arms SY7 9QQ | 4.15 | B1(c)/B2/B8 industrial estate | 100 | A | A | G | G | <ul style="list-style-type: none"> No market comments. |
| Muller England (UK) Ltd A4117 High Street Cleobury Mortimer | 0.59 | B2 manufacturing unit | 100 | A | N/A | G | | <ul style="list-style-type: none"> Solus manufacturing property |
| <i>BritPart Campus, Craven Arms</i> | 14.67 | B2 | N/A | A | P | G | A | <ul style="list-style-type: none"> <i>The BritPart Campus is not directly referred to in the 2010 Employment Land Review and Sites Assessment</i> |
| Weeping Cross Lane Ludlow | 5.38 | B1(c)/B2/B8 large manufacturing unit plus various trade/ (also sui car showrooms) | 89 | A | A | A | A | <ul style="list-style-type: none"> No market comments. |
| Euro Quality | 1.17 | B2/B8 older | 100 | A | P | A | A | <ul style="list-style-type: none"> Standalone manufacturing sites for major local |

| Site | Site Area, ha | Predominant Use Class | Occupancy Rate, percent | Characteristics: G - Good / A - Average / P - Poor | | | | Market Comments |
|--|---------------|--|-------------------------|--|------|---------------|------------|--|
| | | | | Environment | Mass | Accessibility | Prominence | |
| Lambs/Morris Corfield Corvedale Road Craven Arms | | industrial buildings (Plus A1 butchers shop) | | | | | | employers. |
| Lloyds of Ludlow (and others) Station Drive Ludlow | 1.00 | B1(c)/B8 haulage site and associated workshops | 100 | A | P | P | P | <ul style="list-style-type: none"> Centrally located haulage depot, with surplus space let to other local businesses. |
| Burway Industrial Estate Bromfield Road Ludlow | 1.49 | B1(a, c)/B8 employment area (plus sui generis car showrooms) | 100 | P | A | P | A | <ul style="list-style-type: none"> Low grade, edge of settlement employment area Most premises are in a backland location (behind a car showroom) with constrained access and limited (unsurfaced) parking Limited demand, units take over a year to let However, the scheme continues to have a role, providing budget quality accommodation to a small number of new and established local micro businesses. Fully occupied at present, with several long term tenants Rents are around £30/sqm |
| Employment Area and Brewery Tenbury Road Cleobury Mortimer | 0.95 | B1(a,c)/B8 industrial estate (plus D1 veterinary surgery) | 100 | P | A | P | P | <ul style="list-style-type: none"> No market comments. |
| Sub-Total | 69.42 | | | | | | | |
| Total | 347.91 | | | | | | | |

Source: BE Group, 2014

Environment

- 3.5 Measured against this assessment characteristic (and indeed, against all four characteristics) the best performing Sites and Areas are Waymills Business Park, Civic Park and Grocontinental, Whitchurch; Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry; Faraday Drive, Bridgnorth; Drovers House and The Gateway, Craven Arms. Waymills Business Park, Civic Park and Grocontinental and Maes-Y-Clawdd/Mile Oak/Rod Meadows comprise large, modern business parks, in attractive edge of settlement locations, with no significant areas of vacancy/dereliction and few businesses undertaking 'bad neighbour' activities such as waste recycling. Most of the business accommodation was built within the last 20 years and is of a high quality. Faraday Drive is smaller but still provides a diverse and modern property offer, which includes new build industrial units and serviced offices, in an accessible location off the A458 Stourbridge Road. Drovers House and The Gateway offer modern, purpose built offices, in a town centre location, fronting the A49.
- 3.6 All but six of the Sites and Areas have an overall environmental quality that can be described as good or average. The poor quality locations are Wem Industrial Estate, Wem; Depots Adjoining Fir Tree House, Albrighton; Calcutts Road Employment Area, Broseley; Shifnal Industrial Estate, Shifnal; Burway Industrial Estate, Ludlow and Tenbury Road Employment Area and Brewery, Cleobury Mortimer. However, all but one (Calcutts Road) are established budget quality industrial areas which are fully occupied, with occupiers including car garages and environmental services businesses. The quality of the space is therefore not inhibiting their performance although Shropshire Council should continue to monitor these locations for signs of any further physical deterioration.

Critical Mass

- 3.7 Over a third of Shropshire's Sites and Areas score poorly on their critical mass. This reflects the fact that most of Shropshire's Strategic Sites and Employment Areas are small (less than 5 ha in size) and comprise less than 20 individual properties. These are rural or edge of settlement industrial estates, serving limited local catchment areas and constrained by surrounding land uses. Other Sites and Areas are larger, but dominated by individual employers. Options for the growth of some areas are set out in Section 4.0, but in most cases there is only limited scope to increase the size of the County's Sites and Areas.

Access and Prominence

- 3.8 Access and prominence are not issues as most of the Strategic Sites and Employment Areas are prominently located on the County's main transport corridors, at the edge of (or close to) settlement boundaries. Only in two locations – Old Station Yard (accessed via a narrow, steeply sloping road) and the Tenbury Road Employment Area and Brewery, (where estate roads are unsurfaced), both in Cleobury Mortimer – is access so poor that it may discourage potential occupiers. Investment in access improvements at Tenbury Road would be desirable, but could be difficult to finance given the small scale of the area and budget nature of the resident businesses.
- 3.9 Shifnal Industrial Estate also has constrained access. The main part of the industrial estate is hidden from the main road, down a narrow access ramp, while circulation space at the bottom of the ramp is largely unsurfaced. As is discussed in Section 4.0, the owner has plans for investment which (if realised), will address some of these concerns although major widening of the access ramp is not possible without encroaching on surrounding uses.
- 3.10 Some stakeholders also highlighted concerns over the backland nature of Craven Arms Business Park and the need to cross a level crossing to access the Area. However, providing an alternative access to the Business Park, from the A49, would be costly and logistically difficult, requiring a new bridge across the railway line.

Occupancy

- 3.11 Shropshire's main industrial estates and business parks are all well occupied, with occupancy rates ranging from 85 percent at Craven Arms Business Park to 93 percent at Waymills Business Park, Civic Park and Grocontinental, Whitchurch.
- 3.12 Most of the other Sites and Areas are also well occupied. All but three have occupancy rates of 75 percent or more while almost half have occupancy rates of 90-100 percent. The exceptions include Ludlow Eco Park (72 percent occupied), where the Rural Enterprise Centre has seen only modest demand for serviced offices. At Albrighton Business Park (61 percent occupied) a second serviced office scheme, James House, is also struggling to attract tenants. In Broseley, the Calcutts Road Employment Area (67 percent occupied) comprises three dispersed industrial sites. Only one of these appears to be in use.

Property Market Stakeholder Comments

- 3.13 Across Shropshire, property market stakeholders report reasonable demand for industrial units of up to 1,800 sqm. This includes a strong freehold market, which achieves values of £450-500/sqm. The rental market is steady, but focused on short term lets (around 3 years). Rents are £30-40/sqm for average quality space. Office demand is mainly from local professional firms and is focused on Shrewsbury. Average office rents are £80-90/sqm.
- 3.14 In the North East, the comments of property market stakeholders focused on Waymills Business Park, Civic Park and Grocontinental, Whitchurch. Here stakeholders highlighted the success of the two business parks generally and specifically, the strong performance of smaller workshop schemes in the area. Schemes such as Civic Green and Waymills Industrial Estate have proved popular with local businesses and are retaining tenants in the long term. In the case of Civic Green this is in spite of a number of physical and access constraints to the units. Rents of £40-50/sqm are being achieved here.
- 3.15 Property agents highlight that (as is the case in most parts of the UK) Shropshire has seen little new office, industrial or warehouse development since 2007. This is now changing at Civic Park where, after a number of years of marketing, sufficient interest has been attracted to the employment land in the south that the owners are now ready to proceed with a development of design and build, owner occupied industrial units of up to 929 sqm. The owners will be seeking planning permission for this first phase of industrial premises shortly, with development expected within 2-3 years. At £850/sqm new build freehold values are still considered too low to support a speculative development here, although speculative units are proposed at Tern Valley Business Park Phase II, Market Drayton (see Section 4.0).
- 3.16 In Wem, Aston Road is highlighted as a successful local industrial estate. The scheme is fully let and there is demand for additional workshop units at this location. However, in Wem Business Park the picture is more mixed. Demand remains healthy but comes almost exclusively from the budget market. Businesses are only looking for short term lets and there is high failure rate amongst the businesses that do occupy the site. The stock of units is aging and there is little incentive for property owners to refurbish the space given the present tenant base.

- 3.17 In the North West, Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry comprises two adjacent industrial estates occupying 98 ha of land. These established estates offer an extensive range of budget and moderate quality industrial units, including larger freehold options and several successful workshop schemes. However, as is the case elsewhere, there are a few new build and good quality options. Most recent development has been for trade space, retail and hot food uses and the Area now has sufficient services to meet its needs.
- 3.18 Property agents report demand for further industrial and particularly warehouse units, 300-1,000 sqm in size, at this location. Both freehold and leasehold space is required although agents could not speculate as to where this new accommodation could be delivered as much of the Area's existing supply of employment land is constrained and the proposed SAMDev Plan sites have still to be adopted. There is no demand for offices, Maes-Y-Clawdd/Mile Oak/Rod Meadows is almost exclusively an industrial/warehouse location and is expected to remain so.
- 3.19 In Whittington House and Employment Area, Artillery Business Park offers budget workshop accommodation and serviced offices. The workshops have proved popular with local businesses (with a further scheme of workshops under development) but there is limited demand for the offices. This reflects the general lack of demand for office space across Oswestry and much of the rest of the County outside of Shrewsbury.
- 3.20 In the East, the supply of, and demand for, B class employment space is focused in Bridgnorth. By far the most significant local Employment Area is Stanmore Industrial Estate which serves an extensive catchment area, extending to Shrewsbury in the north and Hereford and Kidderminster in the south. The attraction here is both the scale of the premises (some 60,000 sqm) and the flexibility to split that space and meet almost any requirement. In particular, Stanmore Industrial Estate is the only Employment Area in the County which can meet the needs of logistics operators, looking for mid-sized warehouses of up to 18,000 sqm. Indeed only Stanmore, Waymills Business Park, Civic Park and Grocontinental, Whitchurch and Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry (along with Battlefield Enterprise Park, Shrewsbury) can readily provide units of more than 1,000 sqm.

- 3.21 Faraday Drive is a key source of modern, mid-sized industrial units in the East. Until recently it was the only Employment Area, outside of Shrewsbury, where new industrial units were being developed on a regular basis. However, the industrial estate is now nearing capacity, with only one small development site remaining. Unlike many other serviced office schemes in Shropshire, Stargate Business Centre is performing well, although it generally only accommodates local financial services firms unable to find space in Bridgnorth Town Centre.
- 3.22 The other serviced office scheme in the East, James House, Albrighton Business Park is identified as a poorly performing scheme. Local demand for offices is limited but the building lacks the scale or flexibility of premises to compete for requirements from the nearby Wolverhampton Conurbation.
- 3.23 Demand at Shifnal Industrial Estate is exclusively local. As an employment location, Shifnal is judged to be overshadowed by the nearby Telford and Wolverhampton. Stakeholders also feel that the present level of market demand does not justify further development of office or industrial premises at the Industrial Estate.
- 3.24 In the South it is Ludlow Industrial Estate rather than Ludlow Eco Park which dominates. This large, established Industrial Estate serves all of South Shropshire and neighbouring areas of Herefordshire. The Estate is well occupied and there is demand for further accommodation, both from incoming businesses who want industrial units of up to 500 sqm and from existing occupiers, looking for expansion space of 500-1,200 sqm. The three workshop schemes within the Industrial Estate are also performing well, although many of the units are in use for lock-up storage rather than as trading locations for businesses. Agents report demand for an additional scheme of small workshops here.
- 3.25 Ludlow Eco Park has been broadly successful, delivering high quality property and attracting a diverse range of occupiers who might not otherwise have come to Ludlow. However, the Eco Park has not achieved a wider sub-regional and regional profile. Much of the property delivered to date comprises smaller workshops and serviced offices which can only meet local needs. Also a high proportion of the demand at this location has been from non B class employment uses including veterinary surgeries, gyms and a tattoo parlour.

- 3.26 Elsewhere in South Shropshire, Church Stretton, Bishops Castle and Craven Arms are all well served by local industrial estates. All are performing well, but only at Craven Arms Business Park is there demand for further accommodation. The Business Park requires mid-sized industrial units, of more than 300 sqm, to meet the needs of established local firms. In contrast to other locations, there also appears to be reasonable demand for offices in Craven Arms, both at Craven Arms Business Park and at Drovers House in the Town Centre.
- 3.27 Property professionals had no comments to make on a number of Sites and Areas in Shropshire. Generally, these are established employment locations, with little land or premises on the market, which have seen little change in recent years. They also include Sites and Areas such as Muller England which are dominated by large occupiers with no identified property requirements or plans for change (the aspirations of landowners and major occupiers are discussed in Section 4.0).

High Level Appraisal of Eight Further Employment Sites and Areas

- 3.28 Of the eight Sites and Areas also considered in Table 12, Ellesmere Business Park is by far the most significant. The existing Business Park comprises a high quality rural employment area, prominently located on the A495. It is considered to be a 'Key Shropshire Site' in that it provides good quality office and industrial accommodation to a range of established businesses, including some larger firms. However, the Business Park is comparatively small and lacks the larger property options it would need to compete for inward investment requirements in the wider regional market.
- 3.29 Some 6.57 ha of land is available to the north, capable of delivering a Phase II to the Ellesmere Business Park. The Employment Land Review identified that this land is constrained by flooding along boundary and there is a need for gap funding of services and access.
- 3.30 The Phase II site for Ellesmere Business Park has not been brought forward over the three years following the completion of the Employment Land Review. However, this is not unexpected given recent recessionary conditions and the identified constraints of the site. The landowner has recently renewed the planning permission suggesting an ongoing aspiration to develop this land for employment uses at the right time. The site should therefore be retained as an employment allocation, albeit one that may be brought forward later in the Local Plan period.

- 3.31 Fullwood and Fabdec, Ellesmere and the BritPart Campus, Craven Arms, are home to some of Shropshire's key employers. To the north of Fullwood and Fabdec, the 3.02 ha Grange Road Employment Site was judged, in 2011, to be constrained by potential ground conditions, its location in a residential area, the limited demand for expansion land from adjoining businesses and need for public sector funding for access and services. None of these conditions appears to have changed in the following three years and Fullwood and Fabdec have not shown any interest in taking up any of the land for expansion. Although the land remains an important employment development site in Ellesmere, expectations about the delivery and development of the land should be tested through the investigation of ground conditions, the infrastructure investment requirements and the local demand for development land.
- 3.32 At Sych Farm, Phase I, Market Drayton and Bishops Castle Business Park, the existing properties, although of a high quality, is in a mix of uses including trade, hot food and (in the case of Bishops Castle Business Park) waste processing. Both have significant options for growth (now reallocated in the SAMDev Plan) although these should be considered long term options, which appear to be attracting limited market interest at present.
- 3.33 Wem Industrial Estate is extensive, providing some 89,000 sqm of accommodation. However, the available space is of budget quality and most units are comparatively small (less than 350 sqm). The Industrial Estate cannot therefore compete for requirements from larger county, regional or national firms. Wem Industrial Estate has an established role in providing space for bad neighbour uses, including waste recycling and haulage firms. However, there appears to be little desire by the owners to grow the estate or diversify property options here.
- 3.34 The remaining two Sites/Area, Netherton Workshops, Highley and Stretton Road Employment Area, Much Wenlock, are small rural workshop schemes. The permission for 12 units at Netherton Workshops does not change this. In Stretton Road, much of the land is in open storage use and the Area only accommodates 4-5 local businesses.

Summary

- 3.35 Shropshire's Strategic Sites and Employment Areas total 347.91 ha. Including the

212.95 ha of employment land identified in Shrewsbury, in the Phase I Study, gives a combined land supply of 560.60 ha. With some exceptions they are well occupied, particularly the main industrial estates and business parks. Measured against the four market assessment criteria the best performing Sites and Areas are Waymills Business Park, Civic Park and Grocontinental, Whitchurch; Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry; Faraday Drive, Bridgnorth; Drovers House and The Gateway, Craven Arms. While a number of the Sites and Areas are felt to lack critical mass, only Tenbury Road Employment Area and Brewery, Cleobury Mortimer scores poorly in terms of its access, prominence and environmental quality.

- 3.36 In the North East, Waymills Business Park, Civic Park and Grocontinental, Whitchurch is a successful scheme which is expected to see new development over the next few years. In the North West, there is demand for further industrial and particularly warehouse units, 300-1,000 sqm in size at Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry. The Area presently lacks modern industrial options. In the East, Stanmore Industrial Estate dominates, offering a scale and flexibility of space that is found in only two other places in the County (Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry and Battlefield Enterprise Park, Shrewsbury). The recent success of the scheme is pushing the owner to implement a range of refurbishment and new development options.
- 3.37 In the South, there is demand for further workshop and larger industrial units, up to 1,200 sqm in size, at Ludlow Industrial Estate. Demand at Ludlow Eco Park is more modest and includes requirements from a range of non B class employment uses. There is also demand at Craven Arms Business Park for industrial units of more than 300 sqm, to meet the needs of existing local firms.
- 3.38 Across the County demand for offices is weak and, with only a couple of exceptions, local serviced office schemes are not performing well.
- 3.39 Of the eight additional Sites and Areas, Ellesmere Business Park is the most prominent. Ellesmere Business Park, Fullwood and Fabdec, Sych Farm, Phase I and Bishops Castle Business Park have expansion land which is able to meet long term needs, although the land adjacent to Fullwood and Fabdec requires more analysis to understand its ultimate deliverability. The other five sites generally cater for local needs. Wem Industrial Estate has a key role in providing budget space to local firms

while Sych Farm, Phase I and Bishops Castle Business Park accommodate a diverse range of occupiers.

4.0 PHYSICAL AND OWNER/OCCUPIERS APPRAISAL

4.1 Section 3.0 provided a market assessment of the 33 existing Strategic Sites and Employment Areas and the eight additional Sites and Areas. This section considers the relevant physical elements of the 33 main Sites and Areas. In particular, the land remaining to be developed, and BE Group's considered views on regeneration opportunities are discussed, together with the views of key landowners and occupiers. It should be noted that the comments made by owners and occupiers are their perception of the situation, and may well reflect their role and involvement, rather than being the complete picture. Table 13 summarises the findings for each Site and Area.

Physical Appraisal

4.2 There has been little recent development of B class employment space anywhere in Shropshire given recent market conditions, and across the County the supply of modern units (i.e. units developed after 2000) is limited. The only Sites and Areas to offer a reasonable supply of modern space are Waymills Business Park, Civic Park and Grocontinental, Whitchurch; Faraday Drive, Bridgnorth, Craven Arms Business Park and Ludlow Eco Park. Modern offices are only available, in significant numbers, in Craven Arms (at Drovers House and Craven Arms Business Park) and in Ludlow Eco Park and these generally comprise small suites of less than 100 sqm.

4.3 Property elsewhere is older (i.e. developed over the 1945-90 period), although the high occupancy rates suggest it is still broadly meeting modern occupier needs. Aside from the poor quality schemes mentioned in Section 3.0, the only other scheme where the age (and associated condition) of premises may discourage potential occupiers is Wem Business Park. The employment areas of Aston Road Business Park, Wem and Stanmore Industrial Estate, Bridgnorth comprise subdivided older employment premises (an ex-MoD base in the case of Stanmore), but in both cases the owners have plans for remodelling and new development.

Table 13 – Summary of Existing Employment Areas

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|---------------|---|-----------|--|--------------------------------|--|---|
| North East | | | | | | | |
| Waymills Business Park, Civic Park (Whitchurch Business Park) and Grocontinental Waymills/A525 Whitchurch | 1945-new | Mixed average (34 percent)/ good (66 percent) | 26.87 | 15.82 | - | Land and property in the north west of the Employment Area, fronting Waymills and close to the railway line is in a mix of uses, including trade (Halfords and Scanlan), vets, motor garage and three dwellings. The Shropshire Council owned Civic Green estate is in need of investment including improved insulation, heating, double glazing and (if possible) wider access which can accommodate HGVs. | - |
| Maer Lane and Bert Smith Way Market Drayton | 1945-90 | Mostly average | 12.63 | 0.80 | 1.24 | - | <ul style="list-style-type: none"> • Palethorpes (part of the Pork Farms Group) operates a large production facility off Maer Lane. It employs 900 in the baking of pies, rolls, pasties and slices. A large, established firm, Palethorpes has operated from the same site since the 1960s. All land within its facility is in use and the company has no plans to expand or relocate. Recent investment has been in new production and cooking processes. • Generally, Palethorpes has little |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|---------------|-------------------|-----------|--|--------------------------------|-------------------------|---|
| | | | | | | | involvement with the local area. Most of its suppliers/customers are outside of Shropshire. |
| Mullers and Tern Valley Business Park Shrewsbury Road Market Drayton | 1945- new | Average | 13.23 | 32.25 | - | - | <ul style="list-style-type: none"> • Muller has significant expansion requirements for its Market Drayton facility. The company already occupies most properties on Tern Valley Business Park Phase I and has further support facilities under construction in the south of the Phase I Business Park (including a remodelled butter making facility). • Muller has previously approached Shropshire Council with the intention to purchase land in Tern Valley Business Park Phase II, for a cheese production plant. However, Shropshire Council wishes to keep the Phase II land available for other businesses. • Muller and Culina Logistics also have planning permission for a 7,575 sqm production unit and a 11,865 sqm distribution building (along with a 30,000 sqm lorry parking area) on 24 ha north of the A53. The new facility will be accessed from the existing A53/Shrewsbury Road roundabout. The timescale for delivery of this facility is not known. • Culina is a logistics provider to ambient and chilled drinks manufacturers across the UK. The company employs 500 at its 14,864 sqm chilled drinks facility (including a fully automated warehouse) . • Culina has a national client base. However, there is a strong cluster of food |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|------|---------------|-------------------|-----------|--|--------------------------------|-------------------------|---|
| | | | | | | | <p>businesses (mostly dairies and associated suppliers/producers) in North Shropshire which Culina serve. This cluster is spread out across the main towns of Wem, Market Drayton, Ellesmere and Whitchurch.</p> <ul style="list-style-type: none"> • Culina is supporting Muller in its plans to extend shared facilities north of the A53. Culina has no expansion land of its own. • Tern Valley Business Park Phase II is a substantial Shropshire Council owned, greenfield site with road infrastructure and servicing in place. The Council now has a Joint Venture agreement with developer Redstart to develop the site for a mixture of offices (on the frontage) and industrial units. The first phase will include a scheme of industrial units (to be developed speculatively) along with a design and build option for an (undisclosed) high tech company. Redstart will be seeking planning for Phase I shortly. • Redstart's option covers the whole site, but it is not exclusive. Other developers/occupiers are free to make offers on land or put forward alternative schemes. The Council will retain ownership of the land and only release land for specific schemes (so developers can't purchase and bank land). • It is intended that land and property in Tern Valley Business Park Phase II will be offered to a range of businesses, from Shropshire and beyond. Initial marketing |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|--|-------------------|-----------|--|--------------------------------|---|--|
| | | | | | | | suggests a reasonable level of demand for freehold plots at this location, from existing Shropshire businesses. The site could deliver some 55,000 sqm of new B1, B2, B8 accommodation. |
| Wem Engineering Centre Church Lane Wem | New | Good | 1.35 | - | - | Further expansion is not possible without encroaching on surrounding greenfield agricultural land | - |
| Aston Road Business Park Aston Road Wem | Mixed pre-1945 (60 percent) and 90-2000 (40 percent) | Average | 1.12 | 0.06 | 0.81 | - | <ul style="list-style-type: none"> • Scheme owner J P Smith and Sons report good demand at this location and has aspirations to extend the Business Park. Land east of the existing area is a preferred expansion site. The land is owned by Salop Design and Engineering which originally intended to build an industrial unit, for their own use, on the site. However, J P Smith and Sons suggest this land is no longer required by Salop Design and have approached the company to purchase the site. As this land is brownfield it is considered to be a viable expansion option, which could be delivered with the minimum of impact on the surrounding countryside. • J P Smith and Sons also highlighted the desirability of a new link road running from Aston Road, north to Church Lane (and Wem Engineering Centre) and then on to the B5065 Souldon Road. It is suggested that this would greatly improve access to the employment areas of eastern Wem, reduce the need for HGV traffic to pass |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|------------------|-------------------|-----------|--|--------------------------------|---|--|
| | | | | | | | <p>through Wem Town Centre and improve access (for residents and businesses) to the A49.</p> <ul style="list-style-type: none"> • J P Smith suggest that funding for this road might be secured by permitting the development of some of the land between Aston Road and Church Lane for (primarily) residential uses. This option might counter the traditional emphasis on only permitting growth in areas of Wem which are west of the railway line. • J P Smith accepts that this is a major development proposal, which would result in the loss of a significant area of greenfield land. The proposal may also be unpopular at the local level. |
| Wem Business Park Noble Street/New Street Wem | Pre 1945- New | Primarily average | 3.23 | - | 0.64 | <p>Although the quality of individual buildings varies, and some properties could benefit from investment, the Business Park as a whole continues to function well, meeting local requirements for smaller workshop units.</p> <p>The southern portion of the Business Park (the NFU Mutual office plus six adjoining office/workshop units) is presently on the market as a freehold</p> | - |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|---|--|--------------|--|--------------------------------|---|---|
| | | | | | | investment sale. Once the sale of these premises is completed, Shropshire Council should approach the new owners and determine if they have any investment / remodelling plans. | |
| Sub-Total | | | 58.43 | 48.93 | 2.69 | | |
| North West | | | | | | | |
| Traditional Products Whittington Road Oswestry | Pre-1945-2000 | Average | 2.97 | - | - | Much of this area is in non B-Class employment use, including A1 retail (Colour Supplies) and trade (Kwik Fit). | - |
| Whittington House and Artillery Business Park A495 Whittington Road Oswestry | Mixed 1945-90 (68 percent) new (32 percent) | Mixed average (63 percent) and good (37 percent) | 6.00 | 31.07 | - | Development is already underway on the only redevelopment site within the area. | - |
| Maes-Y-Clawdd/ Mile Oak/ Rod Meadows A483/ Shrewsbury Road Oswestry | Mixed 1945-new | Mixed average (67 percent) and good (33 percent) | 97.75 | 40.92 | 3.66 | Some 15 ha of land fronting Shrewsbury Road, and including Oswestry Livestock Market which has planning permission for a mixed use retail, wholesale and leisure | See comments in Section 3.0, Market Analysis. |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|---------------|-------------------|---------------|--|--------------------------------|--|---|
| | | | | | | scheme. Land in the north east of the area – extending from Jewsons on Maes-Y-Clawdd, north to the junction with Shrewsbury Road and east to Mile End Roundabout – is occupied by a range of trade businesses along with a hotel, pub / restaurant and several fast food outlets. | |
| Sub-Total | | | 106.72 | 71.99 | 3.66 | | |
| Central | | | | | | | |
| Muller Dairy and Rea Valley Foods Station Road Minsterley | 1945-new | Average | 10.20 | 0.28 | - | <p>Most land is in use as production/storage facilities, car parking or (to the rear of Muller) associated wastewater treatment facilities.</p> <p>Although several areas of underused land do exist within the employment area, all are to the rear of the two employers (within the secure curtilage of their facilities) and only available for use by those employers.</p> | <ul style="list-style-type: none"> Active production facility for Muller. The company has no plans to expand this facility. Future investment will be focused on operations at Market Drayton. |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|---------------|-------------------|--------------|--|--------------------------------|---|---|
| Sub-Total | | | 10.20 | 0.28 | - | | |
| East | | | | | | | |
| Depots Adjoining Fir Tree House Off Bowling Green Lane Albrighton | 1945-90 | Poor | 0.74 | - | - | Further expansion is not possible without encroaching on surrounding greenfield agricultural land in the Green Belt | - |
| Albrighton Business Park Off A41 Albrighton By-Pass Albrighton | 90-2000 | Average | 1.12 | - | - | A tightly defined area, bounded by the A41 to the north and the railway line to the south. | <ul style="list-style-type: none"> • Maddox Offices owns James House, the primary employment property of Albrighton Business Park. This 600 sqm multi-let office building provides 40 suites of 14-20 sqm. • Maddox see James House as a poorly performing scheme with several constraints: <ul style="list-style-type: none"> ○ The site has poor site drainage and is unable to deal with run off from the adjacent A41 ○ The property is in an isolated location, in a small town with a limited catchment. James House also has to compete with a number of more prominent/higher quality office schemes in Albrighton Town Centre ○ At 600 sqm, this is a small scheme (most of Maddox's other multi-let properties are larger than 2,000 sqm) which cannot meet larger requirements. The design of building also makes it impossible to combine suites ○ Small size of the property also means that it lacks the critical mass of rent |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|------------------|-------------------|-----------|--|--------------------------------|--|--|
| | | | | | | | <p>paying occupiers required to finance services.</p> <ul style="list-style-type: none"> Maddox Offices has aspirations to change the use of the property, possibly converting it into a sheltered housing scheme. However, it accepts that this may not be supported by Shropshire Council due to the Green Belt location of the property. |
| Shifnal Industrial Estate Lambledge Lane Shifnal | Pre1945 - New | Primarily Poor | 11.35 | - | - | <p>Access to the site is constrained, both by the narrow access road (south of Young Options Collage) and by the fact that much of the circulation space around the workshops is unsurfaced and potholed. Despite the low quality of much of the workshop premises, the buildings are well occupied.</p> | <ul style="list-style-type: none"> J N Bentley employs 160 people at its Shifnal site which is used as a base for civil engineering works on behalf of Shropshire Council, Telford and Wrekin Council and Severn Trent Water. The company has no plans to expand the facility or take-up the unused land to the rear. J N Bentley also report no concerns with access or security. Young Options College own a purpose built teaching facility off Lambledge Lane, which employs 50 staff. Vacant land in the south of the College buildings is proposed for a new teaching block (foundations in place). Land to the east of the College is also it its ownership and Young Options have planning permission to use this land for football pitches. Although, the pitches will not take up all the available land Young Options are unwilling to release any land for employment development. UK Isles own 18 workshop units, the industrial estate access road and most of the circulation space. It plans to invest in |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|------|---------------|-------------------|-----------|--|--------------------------------|-------------------------|---|
| | | | | | | | <p>the industrial estate providing an improved toilet block (now completed), resurfaced roads, footpaths and a parking control system. UK Isles will finance the improvements themselves and recoup some costs from other owners.</p> <ul style="list-style-type: none"> • UK Isles expressed strong opposition to presence of waste transfer stations on Shifnal Industrial Estate, arguing that they are an inappropriate use for such a small industrial estate in terms of HGV trips generated, the nature of the use and the scale of land they take up. UK Isles also note that delivering a new access road would be difficult given that all possible routes to Lambledge Lane are blocked by multiple land ownerships. • Robert Harrop Designs creates collectable figurines of well known cartoon characters on behalf of organisations such as Aardman Animations and the Roald Dahl Foundation. It owns a unit and 0.8 ha of land at Shifnal Industrial Estate. The company is now looking to relocate its production facilities back to Shifnal (from Ironbridge Gorge), developing 743 sqm of additional accommodation, including a visitor centre. • Robert Harrop argued that the quality of Shifnal Industrial Estate has declined significantly since the 1980s. The company feels this is due to a lack of management and oversight by public |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|---|--|-----------|--|--------------------------------|-------------------------|---|
| | | | | | | | sector bodies including the Health and Safety Executive and Shropshire Council. Particular concerns were raised about the activities of Waste Transfer companies on the estate and whether those companies are violating planning and licensing conditions re. the amount of waste processed, the external storage of waste, storage of skips and the number of HGV journeys. Other issues, identified by Robert Harrop Designs, include security, constrained access (no footpaths), the lack of lighting and unsurfaced circulation spaces. |
| Faraday Drive Bridgnorth | Mixed 90-2000 (66 percent) and new (34 percent) | Mixed average (66 percent) and good (34 percent) | 6.28 | 0.61 | - | - | - |
| Stanley Lane Bridgnorth | Primarily 1945-90 | Primarily average | 2.03 | - | 0.29 | - | - |
| Bridgnorth Aluminium Old Worcester Road Bridgnorth | Primarily 1945-90 | Primarily average | 17.21 | 2.01 | - | - | <ul style="list-style-type: none"> Hickman Stanmore owns the western portion of Employment Site BR1992/00598 and BR1993/00463 (5.61 ha). The site has full planning permission for 1,348 sqm of B8 warehouse/retail space along with a 1,666 sqm (gross) foodstore. Delivery of this space is dependant on securing an occupier for the foodstore and the owner is presently in negotiations with Tesco The eastern part of this site is owned by |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|------------------|-------------------|-----------|--|--------------------------------|--|---|
| | | | | | | | <p>the Homes and Communities Agency which is presently in negotiations with a (confidential) private owner to sell the land</p> <ul style="list-style-type: none"> • There is a shortage of employment land across Bridgnorth. Current allocations are limited to a few small backland sites. Proposed new allocations in the SAMDev Plan will deliver some 7 ha, but at least 10 ha is required to meet needs. |
| Stanmore Industrial Estate Off A454 Bridgnorth | Pre-1945- new | Primarily average | 18.14 | 2.84 | - | <p>Apart from the two identified employment sites the estate is fully developed. Further expansion of the area would not be possible without encroaching on surrounding Green Belt land.</p> | <ul style="list-style-type: none"> • Scheme owner, Hickman Stanmore highlights that Stanmore Industrial Estate offers some 60,000 sqm of flexible industrial/warehouse space in 19 buildings. 1,500-1,800 are employed by the Area's companies. • 2.84 ha of land remains undeveloped within the estate boundary, in two plots. Hickman Stanmore proposes to develop these sites for car parking and some 5,574 sqm of new industrial accommodation. No timetable has been set for bringing this forward. • Hickman Stanmore also has an ongoing programme of refurbishment across the estate. This is in the process of upgrading properties across the eastern portions of the estate. Hickman Stanmore is also in discussions with Shropshire Council about improving the access road as passes through Stanmore Country Park (which is under Council ownership). • Hickman Stanmore also expressed concerns about the lack of directional signage and public transport options to |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|--------------------------|----------------------|--------------|--|--------------------------------|---|--|
| | | | | | | | <p>Stanmore Industrial Estate.</p> <ul style="list-style-type: none"> A major occupier of Stanmore Industrial Estate, Granger and Worrell undertake specialist metal castings, mostly for motor engine parts. The company employs 60 in its 11,148 sqm factory. The property is rented, with all land and property in use. Granger and Worrell has no additional property requirements. A second major occupier, Coram Showers manufacture self-contained shower 'pods', for domestic and commercial use, from a 4,645 sqm unit. The company employs 40 at Stanmore Industrial Estate. All land and property is in use and Coram Showers has no present expansion plans. |
| Employment Area Cockshutt Lane Broseley | Primarily 1945-90 | Primarily average | 3.57 | - | 0.90 | - | <ul style="list-style-type: none"> SYSPAL occupies the bulk of the Cockshutt Lane Employment Area. The company manufactures stainless steel and aluminium hygiene products (sinks, etc) from a purpose built 11,500 sqm factory. The company has operated from this location for 30 years and has no land or property requirements. |
| Employment Area Calcutts Road Broseley | 1945-90 | Primarily poor | 2.38 | - | 1.66 | - | - |
| Sub-Total | | | 62.82 | 4.85 | 2.85 | | |
| South | | | | | | | |
| Long Mynd and Crossways Business Park | Mixed 1945-90 (54) | Average | 2.20 | 0.04 | - | Parking for Church Stretton Railway Station (and an | - |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|-----------------------------------|-------------------|-----------|--|--------------------------------|---|--|
| Off A49 Crossways Church Stretton | percent) and 90-2000 (46 percent) | | | | | associated coach park) is presently included within the Employment Area. Elsewhere, the Estate is fully developed and tightly bounded by other uses. | |
| Love Lane Industrial Estate A488 Love Lane Bishops Castle | Primarily 1945-90 | Primarily average | 10.28 | - | - | Estate is fully developed, with open land in the east in use for timber storage by Charles Ransford and Son. | - |
| Drover's House and The Gateway The Auction Yard Dale Street/A49 Shrewsbury Road Craven Arms | New | Good | 0.47 | - | - | Area fully developed and surrounded by other town centre premises. | - |
| Euro Quality Lambs/ Morris Corfield Corvedale Road Craven Arms | 1945-90 | Average | 1.17 | - | 0.85 | - | <ul style="list-style-type: none"> • Euro Quality Lambs employ 70 (plus 15 contract workers) at its Craven Arms abattoir. The company has a long term and well documented aspiration to relocate to a larger site in the north of Craven Arms (Land at Newington Farm, A49 North, Employment Land Review Ref. 053 – 7.91 ha). The company's stated reasons for relocating are: <ul style="list-style-type: none"> ○ The current site is poorly accessed and all HGVs have to be routed through the town centre. Corvedale Road is narrow and hard for drivers to find |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|------|---------------|-------------------|-----------|--|--------------------------------|-------------------------|--|
| | | | | | | | <ul style="list-style-type: none"> ○ Euro Quality Lambs wish to significantly expand their operations, adding retail trade and packaging facilities. An additional 5 ha is needed to provide these ○ Euro Quality Lambs is currently in older (1960s) brick buildings which no longer meet modern production needs ○ The present site is bounded by the River Onny which limits expansion and provides a modest flood risk. ● Euro Quality Lambs would wish to relocate as soon as the Land at Newington Farm is adopted for employment uses in the SAMDev Plan. To finance this relocation, the company will have to sell its current site at a comparatively high value. EQL have had enquiries from one developer, looking to redevelop the Corvedale Road site for a mixture of housing and retail. ● The butchers shop at the front of the abattoir (D W Wall & Sons) used to be part of Euro Quality Lambs, but is now a separate retail business. ● Morris Corfield operates a wholesale tractor/farm machinery dealership in premises to the west. 11 staff are employed here. The company is happy with the current location. Unlike Euro Quality Lambs there are no concerns with road access or the fact that they have to move tractors, etc. through the town. Craven Arms is accessible for Morris Corfield's client base, which comprises the |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|-------------------|--|-----------|--|--------------------------------|--|---|
| | | | | | | | farms of western Shropshire and central Wales. The relocation of Euro Quality Lambs will not affect its operations. |
| Shrewsbury Road Industrial Estate A49 Shrewsbury Road/Long Lane Craven Arms SY7 9QQ | Primarily 1945-90 | Average | 4.15 | 10.91 | - | Several retail/residential properties, at the A49/Long Lane junction, are included within the Employment Area, as is the Total petrol filling station on the A49 Shrewsbury Road. Elsewhere, the Estate is fully developed and bounded by other uses. | - |
| Craven Arms Business Park Long Lane Craven Arms | 1945-new | Mixed average (78 percent) and good (22 percent) | 8.60 | 3.24 | 0.90 | - | - |
| Lloyds of Ludlow (and others) Station Drive Ludlow | Primarily 1945-90 | Primarily average | 1.00 | - | - | Most of the site remains in use by Lloyds of Ludlow, which has no plans for change or relocation. Surplus land and property has now been let to five local businesses, plus Ludlow Brewery. Widening of the Corve Street entrance is | <ul style="list-style-type: none"> Lloyds has significantly reduced its Ludlow operations over the last five years. Lloyds now only run two HGVs from this site, compared to 15 in 2008. The surplus land and property has been let to five separate businesses along with Ludlow Brewery. However, Lloyds wish to maintain a presence in Ludlow and has no plans to relocate its remaining facilities. Access from the site is narrow (constrained by surrounding houses) and the HGV route through the town, to the A49 southbound, |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|--|-------------------|----------------------------|-----------|--|--------------------------------|--|--|
| | | | | | | desirable, but could not be achieved without the demolition of adjacent residential properties. | can be difficult. But with only two trucks operating from Ludlow it is less of an issue. |
| Burway Industrial Estate Bromfield Road Ludlow | 1945-90 | Average | 1.49 | - | - | All land and property is in use, while the area is tightly bounded by adjacent housing and the railway line. Widening, straightening and (in places) resurfacing of the access road through the estate is desirable. However, significant alterations to the road could not be achieved without the loss of land presently in use by Ludlow Motors for car sales. | - |
| Weeping Cross Lane Ludlow | Primarily 1945-90 | Average | 5.38 | - | - | Most land and property is in use, while the only underused sites are to the rear of existing units and lacking independent access. The Employment Area is tightly bounded by adjacent housing and the River Teme. | - |
| Ludlow Industrial Estate | 1945-new | Mixed average (76 percent) | 10.88 | 0.27 | 1.11 | Land and property in this portion of the Parys | - |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|---|-------------------|-----------------------|-----------|--|--------------------------------|--|---|
| Parys Road/Coder Road Ludlow | | and good (24 percent) | | | | Road is primarily in A1 retail and Sui Generis motor retail use (with ancillary B8 trade uses and one industrial unit under development). | |
| Ludlow Eco Park Sheet Road Ludlow | New | Good | 3.82 | 4.65 | 0.39 | - | - |
| Muller England (UK) Ltd A4117 High Street Cleobury Mortimer | 1945-90 | Average | 0.59 | - | - | - | <ul style="list-style-type: none"> • Muller England manufactures machine parts, mostly for the oil and gas industry. The company employs 60-65 in its 4,645 Cleobury Mortimer factory. • Muller England recently sold all its expansion land (2 ha) to housebuilder Bovis, who is now developing a residential scheme on that land. • The company has no further land or property requirements. Most recent investment has been in Muller England's other three facilities, elsewhere in the UK. |
| Old Station Yard Off B4363 Cleobury Mortimer | New | Good | 2.20 | 0.57 | - | Further expansion is not possible without the loss of surrounding greenfield agricultural land and adjacent housing. Land to the east, fronting the B4363, is steeply sloping. | - |
| Employment Area and Brewery Tenbury Road | Primarily 1945-90 | Primarily poor | 0.95 | 0.66 | 0.10 | Most properties in the estate are in need of some refurbishment. | - |

| Site | Buildings Age | Buildings Quality | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, ha | Other Physical Comments | Landowner/Occupier Comments* |
|-------------------|---------------|-------------------|---------------|--|--------------------------------|--|------------------------------|
| Cleobury Mortimer | | | | | | Improvement to the estate access roads would also be desirable. However, it is unlikely that the scale of the area, or the budget nature of most of the occupiers, justifies the level of investment required. | |
| Sub-Total | | | 53.18 | 19.10 | 3.35 | | |
| Total | | | 291.35 | 145.15 | 12.56 | | |

Source: BE Group 2014

*As discussed, each organisation's comments are their perception of the situation, and may well reflect their role and involvement, rather than being the complete picture.

4.4 Most of the Sites and Areas include some premises in trade use. However, in many cases, trade and motor trade businesses account for only one or two of the Site and Area's occupiers, usually occupying the main road frontage. They do not appear to be encroaching into other parts of Sites and Areas or crowding out the traditional B1, B2, B8 uses. Rather they enhance the economic value of the Sites and Areas, making good use of prominent parts of each Site and Area where the transport and parking infrastructure can support customer footfall. Areas of land, within Shropshire's Strategic Sites and Employment Areas, which are in non B class employment uses, are highlighted in Section 5.0.

4.5 Although the built quality of Shropshire's Strategic Sites and Employment Areas does vary, most land and property is in use and there only a few realistic opportunities for remodelling or redevelopment. Regeneration Opportunities totalling 12.56 ha have been identified, including:

- Maer Lane and Bert Smith Way, Market Drayton - There is a large, triangular area of undeveloped land in the north, between Pork Farms Ltd (Palethorpes) and the A53 (1.24 ha). However, accessing this land will be difficult
- Aston Road Business Park, Wem – Brownfield land east of the existing area is identified as a preferred expansion site, capable of meeting demand at this location (0.81 ha)
- Wem Business Park, Wem – Land in the north of the estate is in use for open storage, car and caravan parking. In the long term, it represents a unique redevelopment opportunity in this otherwise densely developed employment area (0.64 ha)
- Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry – There are three undeveloped plots of land within the existing Employment Area boundary, which could be brought forward to meet needs (totalling 3.66 ha). Land is available at the north western, eastern and south western edges of the area. These comparatively small parcels could meet the needs of individual companies or deliver smaller workshop/office schemes
- Stanley Lane, Bridgnorth – Land in the east of the area appears largely vacant (was previously in use as a depot for Veolia Environmental Services) and represents an expansion opportunity (0.29 ha)

- Employment Area Cockshutt Lane, Broseley – The former Oakely Arnold Scrap Yard is vacant and on the market (0.90 ha). However, the backland nature of this yard will limit its attractiveness as a potential development site
- Employment Area Calcutts Road, Broseley – Two of the three sites (totalling 1.66 ha) appear largely vacant or in limited storage use. The land which partly fronts Calcutts Road, represents a particularly valuable redevelopment opportunity
- Euro Quality Lambs/Morris Corfield, Craven Arms – Euro Quality Lambs has the aspiration to relocate to a larger site in the north of Craven Arms (discussed below)
- Craven Arms Business Park, Craven Arms – there is a further undeveloped greenfield plot within the existing Employment Area boundary which could be brought forward to meet future needs (0.90 ha)
- Ludlow Industrial Estate, Ludlow – One undeveloped site remains in the north of the estate, offering Parys Road frontage and large enough to accommodate a single occupier or a scheme of small business units (1.11 ha)
- Ludlow Eco Park, Ludlow – One undeveloped site remains in the north west of the Eco Park, created by a bend in the Park-and-Ride access road (0.39 ha)
- Employment Area and Brewery, Cleobury Mortimer – Two workshop units, close to the Tenbury Road frontage, have been cleared creating a small development site (0.10 ha).

4.6 Alongside these opportunities, there is an extensive supply of undeveloped employment land (Development Opportunities) within Shropshire's Sites and Areas. This supply extends to 145.15 ha, although around half of this comprises SAMDev Plan proposals which have yet to be formally adopted. The position of Shropshire's existing employment supply is largely unchanged from that identified in the Shropshire Employment Land Review and Sites Assessment (2011). However, the plans of landowners at Tern Valley Business Park Phase II and Land South of Civic Park, Whitchurch (discussed below) suggest that this is about to change.

Landowner/Occupier Consultations

4.7 Discussions with a number of the major occupiers of Shropshire indicated that they are generally satisfied with their present accommodation, with no plans for change. The exception is the Muller facility at Market Drayton, where Muller (and Culina) has

significant expansion plans. The company already dominates Tern Valley Business Park Phase I and has further support facilities under construction in the south of the Phase I Business Park.

- 4.8 Having failed to acquire land in Tern Valley Business Park, Phase II, Muller and Culina now have planning permission for 19,440 sqm of production and distribution facilities plus a 30,000 sqm HGV parking area, on land north of the A53. In the Planning Statement, submitted with this application, it is noted that while the footprint of the proposed building will fit within the 8.5 ha of land allocated to Muller in Local Plan policy, the gross development area will extend to 24.25 ha. The additional 15.75 ha will comprise HGV parking (although this is not explicitly indicated in the Statement, some 8 ha will be required to support the level of parking proposed), road infrastructure and the extensive landscaping judged necessary to screen the property. The gross land requirement of the development will therefore be almost triple the 8.5 ha allocation.
- 4.9 Within the Bridgnorth Aluminium Employment Area, new owners Moneta appear to be reducing operations on the Alcan site. This may free up land and property for use by other occupiers. In Ludlow, Lloyds of Ludlow has significantly reduced its local operations over the last five years. However, surplus land within its site has now been let to other businesses, creating a new employment area, centrally located in Ludlow. Lloyds has no plans to completely leave the town.
- 4.10 Within Craven Arms, Euro Quality Lambs continues to seek relocation (and expansion) from Corvedale Road to Land at Newington Farm, A49 North, Craven Arms (Employment Land Review Ref. 053). The company intends to move as soon as the Newington Farm site is fully adopted for employment uses in the SAMDev Plan. However, it should be noted that the company does not have the finance in place to support this relocation and intends to fund the move through the sale of its current site for higher value uses. Euro Quality Lambs has been approached by one developer proposing housing and retail uses at Corvedale Road. The desire for a change of use at Corvedale Road also reflects the difficulty that Euro Quality Lambs would have in selling its current property (a 1960s building, fitted out as an abattoir) for B class employment use.

- 4.11 Apart from the Land South of Civic Park, Whitchurch (discussed in Section 3.0), the main development site, likely to be brought forward for B1, B2, B8 uses over the next few years is Tern Valley Business Park, Phase II. Shropshire Council now has a Joint Venture agreement with developer Redstart to develop the site for a mixture of offices (on the frontage) and industrial units. Redstart will be seeking planning permission for the first phase of development, which will include a scheme of speculative industrial units, shortly.
- 4.12 Redstart's option covers the whole site, but it is not exclusive. Other developers/occupiers are free to make offers on land or put forward alternative schemes. Shropshire Council will retain ownership of the land and only release plots for specific schemes (so developers can't purchase and bank sites). Shropshire Council Economic Development officers also highlighted that they wish to keep the site (which could deliver some 55,000 sqm of B1, B2, B8 accommodation) available to meet the needs of a range of businesses from across the County (and beyond), preventing any one occupier from dominating the site. For this reason approaches by Muller to purchase a large portion of the site have been refused. Officers would wish to see the Phase II business park set out as a separate Employment Area (distinct from Muller/Culina) in planning policy.
- 4.13 Landowners at Shifnal Industrial Estate have diverging views about the area. The two major occupiers who sit on the Lambledge Lane entrance to the area (J N Bentley and Young Options College) are generally satisfied with their premises. The Young Options College has expansion plans, which will take up much of the greenfield land to the immediate north of the estate. There is further expansion land within the curtilage of each occupier, and both intend to retain for their own uses. They are unwilling to release land, which could be used to deliver further employment premises in the industrial estate.
- 4.14 Landowner UK Isles is proceeding with a private investment programme in Shifnal Industrial Estate. This will deliver an improved toilet block (now completed), resurfaced roads, footpaths and a parking control system. UK Isles will finance the improvements themselves and recoup some costs from other owners.
- 4.15 UK Isles expressed strong opposition to the presence of waste transfer stations on Shifnal Industrial Estate, arguing that they are an inappropriate use for such a small

industrial estate in terms of HGV trips generated, the nature of the use and the scale of land they take up.

- 4.16 Robert Harrop Designs is an established business, looking to invest in Shifnal Industrial Estate. The company feels that the present (poor) condition of the estate is due to a lack of management and oversight by public sector bodies including the Health and Safety Executive and Shropshire Council. Concerns were again raised about the activities of Waste Transfer companies on the estate and whether those companies are violating planning and licensing conditions regarding the amount of waste processed, the external storage of waster, storage of skips and the number of HGV journeys. Other issues, identified by Robert Harrop Designs, include security, constrained access (no footpaths), a lack of lighting and unsurfaced circulation spaces.
- 4.17 It is the consensus of these two landowners that measures necessary to improve Shifnal Industrial Estate should focus on management/oversight, improved security and improvements to road and infrastructure. Addressing these concerns should take priority over physical remodelling or the delivery of further accommodation.
- 4.18 The owners of Stanmore Industrial Estate, Bridgnorth, Hickman Stanmore, accept that there is little scope to expand the Employment Area beyond its current boundaries and so are working to maximise the development density within the current Area boundary. This includes an ongoing programme of refurbishment and redevelopment across the estate and, in the longer term, bringing forward the remaining 2.84 ha of unused land to deliver 5,574 sqm of new build industrial accommodation.
- 4.19 Hickman Stanmore is also negotiating improvements to the access road, which passes through Stanmore Country Park, with Shropshire Council. Hickman Stanmore also wish to see directional signage to the estate (within Bridgnorth and in nearby A road corridors) improved. Given the importance of Stanmore Industrial Estate (in the Shropshire context at least) as a site which can accommodate major occupiers and some of the requirements of the logistics sector, access and signage are significant concerns.

- 4.20 On a smaller scale, J P Smith and Sons wish to expand Aston Road Business Park, Wem. The owner already has planning permission for a small workshop scheme and is seeking to develop the adjacent brownfield site for further industrial premises. J P Smith and Sons also highlighted the desirability of a new link road running from Aston Road to the B5065 Soulton Road. However, it is generally beyond the scope of this study to consider the viability of that proposal.
- 4.21 The comments of scheme owners are broadly positive and, as can be seen, show aspirations for growth and expansion. The only exception is James House, Albrighton Business Park which, the owners Maddox Offices argue, is performing poorly. The constraints with this property come from its isolated location, its small size (which prevents it from competing for larger requirements and achieving the critical mass of occupiers required to finance services) and building design (i.e. suites cannot be combined or sub-divided). These are not issues which can be easily addressed, particularly as there is no scope to expand the property within this tightly defined Employment Area.
- 4.22 Maddox Offices has aspirations to change the use of the property, possibly converting it into a sheltered housing scheme. However, this would be difficult to support given the Area's Green Belt status and its proximity to the railway line, A road prominence and other B class employment uses.

Summary

- 4.23 The physical appraisal confirms that Shropshire's Strategic Sites and Employment Areas are generally of good or average quality with no large areas of vacant or derelict property.
- 4.24 Much of the property supply comprises older (1945-90) industrial units of 0-1,000 sqm. Larger industrial/warehouse units are only can only be found at Stanmore Industrial Estate, Bridgnorth; Waymills Business Park and Grocontinental, Whitchurch and Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry. Offices are only readily available at Love Lane Industrial Estate, Bishops Castle; Ludlow Eco Park; Albrighton Business Park and in Craven Arms. However, this reflects the limited demand for office options outside of Shrewsbury.

- 4.25 Non B class employment uses (mostly retail) are included in the boundaries of several Strategic Sites and Employment Areas. However, with the exception of Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry, these areas of non B class use are small and can be easily excluded from Site and Area boundaries.
- 4.26 As most land and property is in use, there are only a few plausible Regeneration Opportunities. In all BE Group has identified 25.10 ha, with 63 percent of this found in Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry. However, with a further 145.15 ha of employment land potentially available (if SAMDev Plan proposals are included), against the stated need for a further 76 ha outside of Shrewsbury (as set out in the SAMDev Draft Development Management Policies), there would appear to be no shortage of employment land in the County.
- 4.27 New development (including speculative industrial units) is proposed at Tern Valley Business Park, Phase II, Market Drayton, while there are also plans for growth at Stanmore Industrial Estate, Bridgnorth and Aston Road Business Park, Wem. In Market Drayton, Muller have expansion plans which will bring some 24 ha of land into employment use north of the A53 (although much of it will be used for landscaping and infrastructure associated with the main development), almost triple the 8.5 ha allocated for Muller in the Shropshire Core Strategy. In Craven Arms, securing the relocation and expansion of Euro Quality Lambs may require the redevelopment of the company's Corvedale Road for higher value uses.

5.0 AREA/SITE GRADING AND POLICY RECOMMENDATIONS

5.1 Sections 3.0 and 4.0 provided market and physical assessments of the 33 existing Strategic Sites and Employment Areas and, in Section 3.0, the eight additional Sites and areas. This section combines the results of these two analyses to give each Site and Area a grading, indicating its position in the hierarchy of Shropshire's employment locations. The section then considers the implications of each grade and the level of planning protection that should be afforded to each grade of Sites/Area. Planning policy guidance, tailored to each Site and Area, is also provided in the Site and Area Proformas.

5.2 The grades used in this study are defined in Table 14.

Table 14 – Grades A* to E Definitions

| Category | Grade | Definition |
|------------------------|-------|---|
| Regional Sites | A* | An area of regional and potentially national significance. The quality, scale and setting of the location make it a focus for inward investment and a means for raising the economic profile of Shropshire generally. |
| Sub-Regional Sites | A | High quality, prestigious, flagship business areas due to their scale, location and setting. Capable of competing for investment from across the county's (and the region's) market place. These are prime sites for marketing to a cross section of users including new inward investors. They can also meet the needs of image-conscious, aspirational companies already in the local authority area. |
| Key Shropshire Sites | B | Good employment sites due to their scale, location and setting. Capable of competing for investment in the sub-regional market place. These are prime sites for marketing to a cross section of users. |
| | B/C | |
| Key Local Sites | C | Key employment sites with an influence over the whole local authority area, but primarily geared towards local businesses and B1 light industrial, B2 and B8 uses. |
| | C/D | |
| Mixed Commercial Sites | D | Lower quality locations in residential areas suffering from poor accessibility and massing. Also areas where large portions of land have now been lost to non-employment use and the future viability of the remaining employment land/premises is in question. |
| Reallocation Sites | D/E | Very poor quality areas. Widespread vacancy and dereliction in poor environments. Alternatively, reasonable quality areas where almost all land is now in non-employment use and there is no longer a critical mass of employment premises. |

Source: BE Group/Shropshire Council, 2014

5.3 Table 15 shows the grading applied to each Site and Area and provides a justification for that grading.

Table 15 – Employment Area/Site Grading

| Site and Area | Spatial Zone | Grade | Justification |
|--|--------------|-------|--|
| Sub-Regional Sites | | | |
| Waymills Business Park, Civic Park and Grocontinental, Waymills/A525, Whitchurch | North East | A | <ul style="list-style-type: none"> • A group of strategic business parks serving the whole of Shropshire and adjoining areas of Cheshire • The Area's property offer is capable of meeting both local needs for good quality space and competing for investment in the regional market place • The Employment Area is home to several employers of county and regional significance, most notably Grocontinental • Civic Park is also a key source of unconstrained employment land in northern Shropshire, with 4.32 ha readily available and on the market. |
| Mullers and Tern Valley Business Park, Shrewsbury Road, Market Drayton | North East | A | <ul style="list-style-type: none"> • Home to two of Shropshire's largest employers (Muller and Culina Logistics) • The grading also reflects Muller and Culina's prospects for growth. Muller is in the process of expanding into Tern Valley Business Park Phase I, while the two companies have outstanding planning permission for another 19,440 sqm of production and logistics accommodation on 24 ha land to the north of the A53 • The Area also includes Tern Valley Business Park Phase II, a high quality, serviced greenfield site. Infrastructure is now in place and the Shropshire Council has entered into a joint venture agreement with a developer to deliver the first phase of accommodation. Overall some 55,000 sqm of good quality B1, B2, B8 accommodation could be provided to meet the needs of Shropshire businesses and inward investors. This 5.50 ha site therefore represents the most significant and active development opportunity in the county, outside of Shrewsbury. |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows, A483/Shrewsbury Road, Oswestry | North West | A | <ul style="list-style-type: none"> • Extending to almost 100 ha, this is the largest single employment area in Shropshire • It attracts occupiers and staff from across Shropshire and adjacent areas of Wales • The eastern portion of the area (Maes-Y-Clawdd) houses a range of larger industrial/ warehouse properties and is home to a range of regional and national employers • However, smaller industrial/workshop units are also available and the Area can meet most property needs, although there is a lack of new/good quality options • It has expansion land available which could accommodate businesses of all sizes, including |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|--|
| | | | <p>large inward investors. A SAMDev Plan allocation is proposed which could deliver another large business park on land to the north of the Mile End roundabout</p> <ul style="list-style-type: none"> Land west of Mile End Roundabout offers a range of services and trade space, while land at Oswestry Livestock Market is proposed for a substantial mixed-use development. |
| Stanmore Industrial Estate, Off A454, Bridgnorth | East | A | <ul style="list-style-type: none"> Substantial, established business park in eastern Shropshire With 60,000 sqm of flexible accommodation, Stanmore Industrial Estate can accommodate most needs including requirements for larger logistics units. Kumho Tyres has such a warehouse facility in the area, while Granger and Worrell and Coram Showers are both housed in 5,000-11,000 sqm manufacturing units Stanmore Industrial Estate draws occupiers from a sub-regional catchment area which extends to Kidderminster, Hereford, Shrewsbury and Telford While most property in the estate dates from the 1960s or before, the scheme owners have an ongoing programme of refurbishment. Development proposals on the available employment land will also deliver some 5,574 sqm of new build industrial space. |
| Key Shropshire Sites | | | |
| Muller Dairy and Rea Valley Foods, Station Road, Minsterley | Central | B | <ul style="list-style-type: none"> Home to two significant employers in Shropshire (Muller and Rea Valley Speciality Foods) The grading of this Area reflects that fact that it is fully developed and, unlike Muller's Market Drayton facility, provides only limited opportunities for further growth and expansion |
| Maer Lane and Bert Smith Way, Market Drayton | North East | B | <ul style="list-style-type: none"> Large, established employment area, providing premises in a range of sizes and quality levels Provides accommodation for several of the county's major employers, notably Pork Farms Ltd (Palethorpes) The area also has good linkages to Market Drayton Town Centre and a range of nearby services However, premises in the east (Llewellyn Roberts Way) are of budget quality and better suited to meeting local requirements. |
| Ellesmere Business Park Off A495 Ellesmere | North West | B | <ul style="list-style-type: none"> Grading reflects the quality of the existing scheme and the diversity of the occupier base, which includes both local micro businesses and regional/national firms The Business Park serves most of northern Shropshire but lacks a profile outside of the county The grading also reflects the extensive growth options at this location, even if constraints may ultimately limit the amount of new accommodation brought forward. |

| Site and Area | Spatial Zone | Grade | Justification |
|--|--------------|-------|---|
| Whittington House and Artillery Business Park, A495 Whittington Road, Oswestry | | B | <ul style="list-style-type: none"> Dispersed local employment area, split into two parts, both of which are of high economic value to Shropshire The eastern section comprises a substantial secure office and infrastructure complex for BT, a major employer in Oswestry The western section (Artillery Business Park) includes new build facilities for a document storage company and a serviced office scheme, one of the main sources of serviced accommodation in North West Shropshire Significant expansion land is available on surrounding sites, including SAMDev options which extend to almost 30 ha. Over the long term, these could deliver a major new employment area for Oswestry In the short term development is underway which will deliver some 4,224 sqm of new build office and light industrial accommodation in a town which has seen little recent development. |
| Bridgnorth Aluminium, Old Worcester Road, Bridgnorth | East | B | <ul style="list-style-type: none"> Home to a very significant employer in Shropshire (Bridgnorth Aluminium) The grading of this area is linked to the presence of that employer and also the options for growth. Including facilities for Bridgnorth Aluminium and the neighbouring employment site, the development options here total 7.62 ha a substantial part of Bridgnorth's employment land supply. |
| Ludlow Industrial Estate, Parys Road/Coder Road, Ludlow | South | B | <ul style="list-style-type: none"> Substantial, established industrial estate. The largest industrial estate in South Shropshire and the main source of moderate and good quality industrial space in Ludlow The estate includes several key workshop schemes which are highlighted, by property market stakeholders, as being amongst the best performing property schemes, of their type, in the County Ludlow Industrial Estate draws occupiers from across South Shropshire and neighbouring Herefordshire Ludlow Industrial Estate is home to a large number of the county's major employers, notably Spencer Manufacturing and DMS Plastics. The main tenants have remained loyal to the area, over the long term, and will look to expand within the estate However, while an important employment area for Shropshire, Ludlow Industrial Estate lacks the broader regional profile of schemes such as Waymills Business Park/Civic Park or Stanmore Industrial Estate |
| Ludlow Eco Park Sheet Road Ludlow | South | B | <ul style="list-style-type: none"> The first phases of Ludlow Eco Park have successfully delivered a range of very high quality office and industrial units at a prominent |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|---|
| | | | <p>location off the A49</p> <ul style="list-style-type: none"> • The scheme has attracted a number of high profile occupiers, such as Capita and the Church of England, who otherwise might not have come to Ludlow. The Eco Park is retaining these occupiers over the long term • However, the Eco Park has not yet achieved a significant profile outside of Shropshire and north Herefordshire. Most of the property has been developed for, and marketed towards, local micro businesses • The performance of the serviced office scheme (The Rural Enterprise Centre) is felt to have been weak, reflecting a limited demand for offices at this location • While additional development may boost the profile of this area, the present market does not support the delivery of further accommodation and is not expected to do so over the short and medium term. |
| Muller England (UK) Ltd, A4117 High Street, Cleobury Mortimer | South | B | <ul style="list-style-type: none"> • Standalone manufacturing facility for Muller Precision Engineering (Muller England), prominently located on the A4117 • The grading reflects the strong sub-regional profile of this business. |
| Fullwood and Fabdec Grange Road Ellesmere | North West | B/C | <ul style="list-style-type: none"> • Premises for two of Shropshire's larger employers. |
| Faraday Drive, Bridgnorth | East | B/C | <ul style="list-style-type: none"> • Mid sized industrial estate serving Bridgnorth and adjacent eastern areas of Shropshire • The estate has seen a number of new developments in recent years and as a result has the only available good quality/new build workshops in East Shropshire • Stargate Business Centre has also proved successful, meeting the needs of new and existing micro businesses in Bridgnorth • Although most occupiers are local micro/small businesses, the estate is also home to several of the county's major employers, including Veolia Environmental Services, Ruskin Air Management, HIPC Europe and JMD. |
| BritPart Campus The Grove A49/A489 Junction Craven Arms | South | B/C | <ul style="list-style-type: none"> • Premises for one of Shropshire's larger employers marketing quality spares for Land Rover vehicles. |
| Weeping Cross Lane Ludlow | South | B/C | <ul style="list-style-type: none"> • Grading reflects the presence of McConnel a major employer within Shropshire and the largest industrial business of Ludlow • Property to the west of Weeping Cross Lane comprises a secondary employment location in |

| Site and Area | Spatial Zone | Grade | Justification |
|--|--------------|-------|--|
| | | | Ludlow, with most units in trade use. |
| Key Local Sites | | | |
| Wem Engineering Centre Church Lane Wem | North East | C | <ul style="list-style-type: none"> The Engineering Centre is the main source of modern industrial premises in Wem However, this area is fully developed and there is little scope for further growth without encroaching on surrounding greenfield agricultural land. |
| Aston Road Business Park, Aston Road, Wem | North East | C | <ul style="list-style-type: none"> Established industrial estate, providing space for a diverse range of local businesses, including a depot for Veolia Environmental Services The scheme owners report good demand at this location, from local businesses, and are engaging in a programme of refurbishment and expansion. Further expansion land is potentially available to the east of the Area. |
| Wem Industrial Estate Soulton Road Wem | North East | C | <ul style="list-style-type: none"> Major industrial estate in northern Shropshire, providing some 89,000 sqm of accommodation However, the available space is overwhelmingly of budget quality and most units are comparatively small (less than 350 sqm). The Industrial Estate cannot therefore compete for requirements from larger county, regional or national firms Wem Industrial Estate has an important role in providing space for bad neighbour uses, including waste recycling and haulage firms. |
| Sych Farm, Phase I Off A53 Market Drayton | North East | C | <ul style="list-style-type: none"> Grading reflects the presence of a scheme of good quality, mid-sized, terraced industrial units. This is the only high quality industrial space in Market Drayton and supports a range of established local businesses There is also some 16 ha of expansion land proposed in the SAMDev, the main supply of land in Market Drayton (not associated with Muller) Sych Farm also includes two large occupiers in the trade and wholesale sector – Buildbase and Market Drayton Livestock Auction. |
| Employment Area, Cockshutt Lane, Broseley | East | C | <ul style="list-style-type: none"> Grading primarily relates to the Syspal facility. Syspal is an established major local employer, occupying a purpose built 11,500 sqm factory Other units at this location are in trade use, with a vacant yard to the rear. |
| Netherton Workshops Off the B4555 Highley | East | C | <ul style="list-style-type: none"> Small scheme of workshops serving Highley and its rural hinterland. |
| Long Mynd and Crossways Business Park, Off A49 Crossways, Church Stretton | South | C | <ul style="list-style-type: none"> Prominent local industrial estate, serving Church Stretton and a large rural catchment area. Many of the properties in the north are in trade use, but units in the south (Crossways Business Park) comprise a successful, good quality workshop scheme. |
| Bishops Castle Business Park | South | C | <ul style="list-style-type: none"> A small, good quality rural business park, accommodating a diverse group of occupiers |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|--|
| B4385 Brampton Road Bishops Castle | | | <ul style="list-style-type: none"> The Business Park serves Bishops Castle and the surrounding rural hinterland but lacks a profile in the wider Shropshire market Existing occupiers have some expansion plans, and key employment sites are being reallocated in the SAMDev, but wider development appears to have stalled at this location. |
| Love Lane Industrial Estate, A488 Love Lane, Bishops Castle | South | C | <ul style="list-style-type: none"> Low density, edge of settlement industrial estate Grading is influenced by the presence of a large sawmill for Charles Ransford and Son, located in the east of the estate Premises in the west include a range of smaller units, of varying quality, which primarily meet local needs The estate also offers a small multi-let office scheme, a largely unique product in south west Shropshire, although demand for suites here is not always strong. |
| Drover's House and The Gateway, The Auction Yard Dale Street/A49 Shrewsbury Road, Craven Arms | South | C | <ul style="list-style-type: none"> Drover's House is an active and successful office scheme, providing modern, purpose built accommodation to a range of local micro businesses that are looking for town centre office accommodation. There are no equivalent town centre schemes in the other small towns of South Shropshire and certainly none with direct A49 access The Gateway is a focus for public sector occupiers in South Shropshire. |
| Craven Arms Business Park, Long Lane, Craven Arms | South | C | <ul style="list-style-type: none"> The main Employment Area for Craven Arms, Craven Arms Business Park serves both the town and a wide surrounding rural hinterland The Business Park provides good mix of moderate and good quality properties including larger self contained units and several terraced workshop schemes. The park also provides a range of office accommodation which is popular with local businesses and attracting good rents (around £140/sqm) The Business Park's lack of prominence is highlighted as a concern by stakeholders, and may be discouraging some potential occupiers. However, it does not appear to be seriously inhibiting the performance of the scheme There are a number of development and regeneration opportunities within the Business Park, along with several nearby proposed SAMDev Plan sites. However, the latter do not link directly to Craven Arms Business Park. |
| Old Station Yard, Off B4363, Cleobury Mortimer | South | C | <ul style="list-style-type: none"> Despite its isolated location, Old Station Yard is now a highly successful rural industrial estate, which is presently fully let Grading reflects the good quality of the workshop accommodation, which includes a number of new build units |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|---|
| | | | <ul style="list-style-type: none"> • It also reflects the mix of micro businesses and larger established firms • Old Station Yard appears to be retaining occupiers over the long term. Several firms have expanded into multiple units and two have developed additional storage premises for their own use • Further storage premises are proposed and there is also a small proposed SAMDev Plan allocation on land north of the existing area. |
| Wem Business Park, Noble Street/New Street, Wem | North East | C/D | <ul style="list-style-type: none"> • Town Centre employment area, centrally located to the rear of Wem's primary shopping streets • Although the quality of individual buildings varies, and some properties could benefit from investment, the Business Park as a whole continues to function well, meeting local requirements for smaller workshop units • Edinburgh House continues to provide facilities for the Shropshire Council while the offices on Noble Street provide a range of services to the local population. |
| Traditional Products, Whittington Road, Oswestry | North West | C/D | <ul style="list-style-type: none"> • Small roadside employment area, with most premises in trade/retail use • The area does retain one key manufacturing business (Traditional Products) which is of value to the economy of Oswestry and should be protected accordingly. |
| Depots Adjoining Fir Tree House, Off Bowling Green Lane, Albrighton | East | C/D | <ul style="list-style-type: none"> • Two rural industrial sites, occupied by established local businesses • Both sites appear to be well used by their respective occupiers, however, the area as a whole makes only a modest contribution to the wider economy of Shropshire. |
| Shifnal Industrial Estate Lambledge Lane Shifnal | East | C/D | <ul style="list-style-type: none"> • Historic industrial estate, offering primarily budget accommodation to local occupiers (including bad neighbour uses) • Two larger sub regional/regional firms are present in the area (J N Bentley and Young Options College), but these businesses function as a separate economic unit from the main industrial estate • Shifnal Industrial Estate presently suffers from a range of management and physical quality issues • However, the estate is well occupied and the investment proposals of landowners/occupiers provide scope for Shifnal Industrial Estate to improve its grade in the future. |
| Employment Area Stretton Road Much Wenlock | East | C/D | <ul style="list-style-type: none"> • Low density employment area, providing space for 4-5 local micro businesses • Most land is in use for open storage and vehicle parking. |
| Albrighton Business Park, Off A41 Albrighton By- | East | C/D | <ul style="list-style-type: none"> • Area comprises a multi-let office property (James House) and an adjoining trade unit • Questions have been raised about the viability of James House. However, the property continues |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|---|
| Pass, Albrighton | | | to accommodate some 24 local firms providing incubation and grow-on office suites to local businesses in the Albrighton area <ul style="list-style-type: none"> The property it offers is largely unique in eastern Shropshire. |
| Stanley Lane, Bridgnorth | East | C/D | <ul style="list-style-type: none"> A small and peripheral employment area when compared to the other industrial estates of Bridgnorth The bulk of the property in this area comprises budget workshop units and storage space, which are well occupied by local firms. |
| Shrewsbury Road Industrial Estate, A49 Shrewsbury Road/Long Lane, Craven Arms | South | C/D | <ul style="list-style-type: none"> Moderate quality, low density, linear employment area, comprising a number of larger industrial/warehouse units Although the area has A49 frontage it still functions as a secondary industrial location to the main Craven Arms business park to the rear Most land and premises is in use by two mid-sized occupiers Wynnstay (a trade business) and Jacob However, the significance of this area may grow if the proposed SAMDev Plan allocations to the north (which include a possible relocation site for Euro Quality Lambs) are brought forward for employment uses. |
| Lloyds of Ludlow (and others) Station Drive Ludlow | South | C/D | <ul style="list-style-type: none"> Lloyds of Ludlow have now sub-let much of their site to five local micro businesses, plus the Ludlow Brewery This has created a small but successful backland industrial estate, centrally located in the town |
| Burway Industrial Estate, Bromfield Road, Ludlow | South | C/D | <ul style="list-style-type: none"> A low quality backland industrial site, to the rear of a motor retail garage and with constrained access The area remains fully occupied and continues to serve a purpose, providing budget accommodation to a diverse group of local micro businesses, notably a local radio station. |
| Employment Area and Brewery, Tenbury Road, Cleobury Mortimer | South | C/D | <ul style="list-style-type: none"> With the exception of one modern property (housing a veterinary surgery) premises in this area are generally of a low quality. Estate roads are unsurfaced and steeply sloping in places The area remains fully occupied and continues to serve a purpose, providing budget accommodation to a diverse group of local micro businesses. These include trade businesses and companies which support the local agricultural sector. |
| Mixed Commercial Sites | | | |
| Employment Area Calcutts Road Broseley | East | D | <ul style="list-style-type: none"> Three dispersed industrial sites, with constrained access, in an area of woodland/low density housing in the Severn Valley Two of the three sites appear largely vacant or in limited storage use. While one of these sites, which partly fronts Calcutts Road, represents an |

| Site and Area | Spatial Zone | Grade | Justification |
|---|--------------|-------|--|
| | | | <p>development opportunity, the other is in a backland location and likely to be of only limited interest to developers and occupiers</p> <ul style="list-style-type: none"> • The third site is in active use by Steelmart International and contains a specialist steel rolling mill. This unique local facility should be protected. |
| Euro Quality Lambs/Morris Corfield, Corvedale Road, Craven Arms | South | D | <ul style="list-style-type: none"> • Grading reflects the fact that the main occupier (Euro Quality Lambs) judges its current property to be no longer fit for purpose and is seeking to relocate • Euro Quality Lambs would wish to sell the premises for redevelopment to higher value uses in order to fund their relocation and expansion • This also reflects the fact that, when Euro Quality Lambs do relocate, it is unlikely that a another occupier can be found for this older building, in specialist (abattoir) use, which is peripherally located in a small South Shropshire town • The neighbouring occupier (Morris Corfield) remains satisfied with its premises and has no plans for relocation and expansion. Thus a D/E grading is not appropriate. |

Source: BE Group 2014

Regional Sites

- 5.4 None of the 32 Employment Areas and Strategic Sites reviewed in detail, in this study is considered to be a ‘Regional Site’. The only Regional Site in the County is Ditherington Flax Mill, Shrewsbury, which was discussed in the Phase I Study. Ditherington Flax Mill is unique, both in terms of the historic quality of the properties and the scope and aspiration of proposed redevelopment scheme. There are no equivalent opportunities elsewhere in Shropshire.

Sub-Regional Sites

- 5.5 This study has identified four ‘Sub-Regional Sites’ that are considered to significantly contribute to Shropshire’s employment land supply for B class uses – Waymills Business Park, Civic Park and Grocontinental, Whitchurch; Mullers and Tern Valley Business Park, Market Drayton; Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry and Stanmore Industrial Estate, Bridgnorth. Alongside the two ‘Grade A’ sites of Shrewsbury, Shrewsbury Business Park and Battlefield Enterprise Park, these are the County’s ‘prestige’ Employment Areas. All are capable of competing for investment from across the Shropshire (and West Midlands) market place. These are also prime sites for marketing to a cross section of users including new inward investors.

- 5.6 These should be safeguarded for B class uses which achieve economic enhancement without detrimental impact to either the site or the wider area. In considering economic enhancement, regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire.
- 5.7 The use of land within these Sites and Areas for employment purposes other than B class uses may be appropriate but only if it can be shown that the use provides on-site support facilities or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective use of the remainder of the Employment Area for B1, B2, B8 employment.
- 5.8 Retail uses should not generally be supported at these locations. Other uses that do not provide direct, on-going local employment opportunities should also not be permitted on Sub-Regional Employment Sites.
- 5.9 Waymills Business Park, Civic Park and Grocontinental is notable for its offer of modern, good quality mid-sized (500-2,000 sqm) industrial and warehouse premises. As well as Grocontinental, the two business parks are home to a diverse group of regional and national firms. Further development is planned on land South of Civic Park, without any need for public sector support, and the pace of growth is likely to increase as the County's property market continues to recover from the recession. When the remaining employment land at Civic Park is taken up (which is likely to occur within five years), then the proposed SAMDev Plan allocations to the north shown on the Proforma in Appendix 1, will assume an increasing importance.
- 5.10 Mullers and Tern Valley Business Park is home to two of Shropshire's largest employers, Muller and Culina Logistics. The grading of this Employment Area also reflects its extensive growth prospects (discussed in Section 4.0).
- 5.11 Maes-Y-Clawdd/Mile Oak/Rod Meadows is by far the largest Employment Area in Shropshire, some 25 ha larger than Battlefield Enterprise Park. Comprising two established industrial estates, premises are available here to meet most requirements and the estates' catchment area extends beyond Shropshire and into Wales.

- 5.12 In East Shropshire, Stanmore Industrial Estate provides some 60,000 sqm of industrial and warehouse accommodation and attracts occupiers from across a broad sub-regional catchment area. The estate is almost fully let and the scheme owners report strong demand for further industrial and warehouse accommodation.
- 5.13 Of the five Shropshire Spatial Zones, only the South lacks a Sub-Regional Site. The closest is Ludlow Eco Park, which has a very high quality property offer but has yet to achieve a profile beyond Ludlow and surrounding areas of South Shropshire and Herefordshire. There is also a lack of office facilities within the four Sub-Regional Sites, but this reflects the reality that Shrewsbury is the focus for Shropshire's office market with supply and demand elsewhere limited to meeting local needs for small suites.

Key Shropshire Sites

- 5.14 As defined in Table 15, nine Sites and Areas are considered to be 'key' for Shropshire. These are active and successful employment locations, with influence across Shropshire, which extends into adjoining local authority areas. These are prime sites for marketing to a cross section of users. However, they lack the high profile of Grade A*/A locations and are unlikely to attract major inward investment.
- 5.15 Most of these Sites and Areas receive a B or B/C Grade (at least in part) because they are home to some of the county's largest employers. The key companies/employers of each Site and Area are highlighted on the Proformas in the Appendices to the report.
- 5.16 Good examples of Key Shropshire Sites include Muller Dairy and Rea Valley Foods, Minsterley. The Minsterley employment area is home to two key employers in Shropshire (Muller and Rea Valley Speciality Foods). However, the location of Mullers' dairy in Minsterley is considered secondary to Muller's main plant in Market Drayton which has significant options for growth. Similarly, Muller Precision Engineering (Muller England (UK) Ltd, Cleobury Mortimer) and McConnel (Weeping Cross Lane, Ludlow) have strong regional profiles but little scope for further expansion at their present locations.

- 5.17 The Key Shropshire Sites also includes a number of major industrial estates and business parks which have a high value because of their scale, quality and county-wide catchment areas, but which lack a wider regional or national profile. A good example of this is Ludlow Eco Park. The Eco Park has now been developed for a diverse and high quality property offer, attracting a number of major occupiers who have been retained in the long term. However, the Park has not achieved a significant profile outside of Shropshire and north Herefordshire and limited demand rates mean that the area is only likely to see modest growth in the foreseeable future.
- 5.18 Maer Lane and Bert Smith Way, Market Drayton; Whittington House and Artillery Business Park, Oswestry and Faraday Drive, Bridgnorth are also examples of successful industrial estates whose property offer (i.e. primarily micro/small business workshops and offices) is primarily geared towards meeting the needs of Shropshire firms rather than competing in the regional and national marketplace.
- 5.19 Where possible, planning policy should work to protect and retain these companies within Shropshire. Of course, policy cannot interfere with the internal operations of any business, particularly if that business is relocating or downsizing in response to external market forces. However, Shropshire Council should look critically on planning applications by third parties (i.e. other than the business in question) which will result in the loss of a major employer. An example of such an application would be a proposal for housing development on an employment area, the delivery of which would require one, or more, large businesses to relocate (endangering a significant number of local jobs).
- 5.20 Economic impact is a material consideration in assessing a planning application. Therefore, where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of its proposal (job losses, impacts on supply chain companies, etc), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former.
- 5.21 Conversely applications (made by the businesses themselves) which would allow key employers to expand, or make a necessary relocation to another employment area within Shropshire, should (subject to other planning considerations) be supported.

- 5.22 More generally, within these Key Shropshire Sites applications for B class use should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses. Retail uses, in particular should not generally be supported in these locations. Uses which have trade links with employment uses or are un-neighbourly in character (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted on land which has good access to a range of transport options. This reflects the reality that most of the Key Shropshire and Key Local Sites already have trade/motor trade occupiers on the main road frontages. However, such uses should not be allowed to dominate any Strategic Site or Employment Area and inhibit the ability of other businesses to access B1, B2, B8 accommodation.

Key Local Sites

- 5.23 As defined in Table 15, there are 18 Sites and Areas are considered to be 'Key Local Sites'. In this case 'local' generally means the settlement in which the Site and Area is located and its rural hinterland (which may extend to include the whole of a Spatial Zone). Key Local Sites are generally of moderate quality. Although they may provide accommodation for some key employers, space will primarily be geared towards local businesses.
- 5.24 Generally, these are the primary industrial estates/business parks on the edge of the mid-sized settlements across Shropshire. For example, all of Wem's main employment areas (Wem Engineering Centre, Aston Road Business Park and Wem Business Park and Wem Industrial Estate, discussed in Table 16 below) fall into this category. All are local level schemes, with property which is generally of budget or moderate quality and which correspondingly serve local businesses. Although some, such as Aston Business Park, do have growth options they generally lack opportunities for major expansion. Certainly, most lack the available land to accommodate a major development by a large inward investor.
- 5.25 The exception is the key industrial estates for Craven Arms – Craven Arms Business Park and Shrewsbury Road Industrial Estate. Some 11 ha of land is proposed to the immediate north in the SAMDev Plan which, if brought forward, would provide significant options for growth (including the expansion of Euro Quality Lambs which operates the existing abattoir in the town) and allow the location to compete for requirements from larger businesses. Craven Arms' key industrial estates therefore have considerable scope to improve on their present grading.

- 5.26 Most premises in the Key Local Sites are in B1 light industrial, B2 and B8 use. Only two – Drovers House and the Gateway, Craven Arms and Albrighton Business Park, Albrighton – contain multi-let office schemes. Despite the presently weak demand for office space, the limited office supply in Shropshire (outside of Shrewsbury) means that Shropshire Council should seek to retain existing office buildings wherever possible.
- 5.27 Shifnal Industrial Estate contains a number of waste recycling facilities concentrated in a comparatively small, dense location. Stakeholder engagement suggests that this use is having negative impacts on the quality and amenity of the industrial estate. Applications for further waste facilities, or the extension of existing facilities, therefore need to be clearly assessed against the likely environmental and amenity impacts of the proposal.
- 5.28 Proposals which would lead to the loss of a large office property, or its conversion from B1(a) use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of the property is not economically viable.
- 5.29 Elsewhere, these Key Local Sites are frequently in a mix of uses. Land which has been lost to non-employment uses, and needs to be reallocated, is identified below. The remaining land and property should be protected for B1(a, b, c), B2, B8 employment. As discussed, uses which have trade links with employment uses or are un-neighbourly in character (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted on land which has good access to a range of transport options.

Mixed Commercial Sites

- 5.30 The Calcutts Road Employment Area comprises three dispersed employment sites, with constrained access, in an area of woodland and low density housing. While one site is in use by Stealmart International, the remaining two appear poorly occupied.
- 5.31 One of the vacant/partly vacant sites offers some Calcutts Road frontage. The size (1 ha), location (close to housing) and characteristics of a site may mean that a development for alternative uses could provide greater benefit to the local community, in terms of addressing local needs, than if the land was retained solely in

employment use. Subject to site conditions and access constraints, acceptable non-employment uses may include housing and D1 non-residential institutions.

- 5.32 The second site (identified as Site B in the Area Proforma – 0.65 ha) is in a backland location, accessed by a narrow and steeply sloping road. This site is not suitable for anything other than B1(c), B2, B8 employment because of its access constraints, land of main road frontage (which discourages retail, leisure, etc. uses and would also make residential options problematic) and general site condition (which may include land contamination).
- 5.33 The redevelopment of Euro Quality Lambs', Corvedale Road Site for alternative uses would appear to be justified. In addition to supporting the expansion of a key local employer (ensuring the retention of that business in Craven Arms) it is unlikely that a new occupier will be found for this older industrial property which is in a specialist use (i.e. an abattoir). It is also unlikely that this small, edge of settlement site could be redeveloped to provide new B class employment premises. Given the size of this site and the surrounding uses, housing would be an appropriate alternative use. Retail could also be considered on the Corvedale Road frontage although the site is on the edge of Craven Arms Town Centre. Any redevelopment would have to take account of site constraints, including the flood risk from nearby waterways. Redevelopment should also not prejudice the adjacent operations of Morris Corfield, also located on Corvedale Road, adjacent to the abattoir site.

Potential Land Re-Allocations

- 5.34 None of Shropshire's Employment Areas/Sites are considered to be of such a poor quality they require a complete reallocation to other uses (i.e. a Grade of D/E). However, in some cases portions of land have been lost to other uses and planning policy needs to recognise this, adjusting the boundaries of Areas/Sites accordingly. Conversely, the expansion plans of some major occupiers may bring other land into B1/B2/B8 employment use that is presently allocated for other uses. Again this needs to be recognised in planning policy. Table 16 sets out the spatial policy changes recommended in this study.

Table 16 – Potential Land Re-Allocations

| Site and Employment Area | Spatial Zone | Key Policy Recommendations | Future Role |
|--|--------------|---|---|
| Regional Sites | | | |
| - | - | - | - |
| Sub-Regional Sites | | | |
| Waymills Business Park, Civic Park and Grocontinental, Waymills/A525, Whitchurch | North East | <p><i>Land fronting Waymills</i></p> <ul style="list-style-type: none"> • Land and property in the north west of the Employment Area, fronting Waymills and close to the railway line (south of the Mill Park housing estate) is in a mix of uses, including trade outlets (Halfords and Scanlan), a veterinary surgery, motor garage and three dwellings. This should be recognised in planning policy as indicated in the Proforma and plan (Appendix 1) • This does not mean that applications for B1(a, b, c), B2, B8 development would not be acceptable here if the activity proposed, and scale of that activity, is compatible with existing uses. | <p>General Industrial/Business Area High Quality Business Park Sites for Specific Occupiers</p> <p>Strategic business parks serving northern Shropshire and adjacent areas of Cheshire. Offers a range of high quality industrial/logistics units, along with some budget/moderate quality space suitable for local micro businesses. The area also houses some major occupiers.</p> |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows, A483/Shrewsbury Road, Oswestry | North West | <p><i>Oswestry Livestock Market and Adjacent Land</i></p> <ul style="list-style-type: none"> • Some 15 ha of land fronting Shrewsbury Road, and including Oswestry Livestock Market, has planning permission for a mixed use retail, wholesale and leisure scheme. This should be recognised in planning policy, as indicated in the Proforma and plan (Appendix 1), and the land proposed for non B-class employment reallocated to those alternative uses. • A masterplan has been produced for this site which includes the following uses: <ul style="list-style-type: none"> ○ An 8 ha rationalised livestock market ○ 5,574 sqm (Morrisons) foodstore ○ 3,716 sqm of non-food retail ○ Multiplex cinema (Cineworld) ○ Three restaurants (including McDonald's and Frankie and Benny's) ○ 1,363 sqm office building ○ Bus facilities ○ Petrol filling station ○ Park and Ride facility. • Uses, other than those listed above, should be discouraged. Of this 15 ha of land, only the 1,363 sqm office building, which will be located in the north west of the area, should be retained within the employment area boundary. | <p>General Business/Industrial Areas Sites for Specific Occupiers</p> <p>Strategic industrial estates for both Oswestry and the whole of Shropshire. The area's property offer is capable of meeting both local needs for industrial space and competing for investment in the regional market place. The area should therefore be protected as a priority.</p> <p>The north east of the Employment Area (Land West of Mile End Roundabout) is increasingly dominated by A3-A5 food and trade uses, while a mixed use retail/food/leisure scheme is proposed for the Oswestry Livestock Market. The remaining employment land and property in the area should be</p> |

| Site and Employment Area | Spatial Zone | Key Policy Recommendations | Future Role |
|---|--------------|---|--|
| | | <ul style="list-style-type: none"> • <i>Land West of Mile End Roundabout</i> <ul style="list-style-type: none"> • Land in the north east of the Area – extending from Jewsons on Maes-Y-Clawdd, north to the junction with Shrewsbury Road and east to Mile End Roundabout – is occupied by a range of trade businesses along with a hotel, pub/restaurant and several fast food outlets. Although it is possible that some of the undeveloped land at Oswestry Gateway (discussed above) may be brought forward for office or industrial uses, this site generally functions as a distinct economic unit, offering a different type of property to a different type of occupier, than the rest of the Employment Area. This should be recognised in planning policy as indicated in the Proforma and plan (Appendix 1). | protected for B1, B2, B8 office, industrial and warehouse uses. |
| Key Shropshire Sites | | | |
| Ludlow Industrial Estate, Parys Road/Coder Road, Ludlow | South | <p><i>Land Fronting Parys Road (from Lingen Road to Coder Road)</i></p> <ul style="list-style-type: none"> • Land and property in this portion of the Parys Road is primarily in A1 retail and Sui Generis motor retail use (with ancillary B8 trade uses and one industrial unit under development). This should be recognised in planning policy as indicated in the Proforma and plan (Appendix 1) • This does not mean that applications for B1(a, b, c), B2, B8 would not be acceptable if the activity proposed, and scale of that activity, is compatible with existing uses | <p>General Business/Industrial Areas Sites for Specific Employers</p> <p>Property on part of the Parys Road frontage is in non-employment (mostly retail/motor retail) use. This area should be reflected in planning policy.</p> <p>Elsewhere Ludlow Industrial Estate continues to function as an established and successful industrial estate, providing premises both for local micro/small businesses and larger sub-regional/regional employers. This area should be retained and protected for that use.</p> |
| Key Local Sites | | | |
| Long Mynd and Crossways Business Park, Off A49 Crossways, Church Stretton | South | <p><i>Station Car and Coach Parking</i></p> <ul style="list-style-type: none"> • Parking for Church Stretton Railway Station (and an associated coach park) is presently included within the Employment Area. The boundary needs to be adjusted to exclude this land. | <p>General Business/Industrial Area</p> <p>Prominent local industrial estate, serving Church Stretton and a large rural catchment area</p> |

| Site and Employment Area | Spatial Zone | Key Policy Recommendations | Future Role |
|---|--------------|---|---|
| Traditional Products, Whittington Road, Oswestry | North West | <p><i>Land Excluding Traditional Products</i></p> <ul style="list-style-type: none"> • Much of this area, apart from the Traditional Products factory, is in non B class employment use, including A1 retail (Colour Supplies) and motor trade (Kwik Fit). This should be recognised in planning policy as set out in the Proforma and plan (Appendix 1). | <p>General Business/Industrial Areas Sites for Specific Employers</p> <p>Two units on the Whittington Road frontage are in non-employment use (Colour Supplies and Kwik Fit). Shropshire Council should consider reallocating these properties to non-employment use. Traditional Products remains a significant local manufacturer and should be protected accordingly.</p> |
| Shifnal Industrial Estate Lambledge Lane Shifnal | East | <p><i>Young Options College</i></p> <ul style="list-style-type: none"> • The College is a D1 education facility. This should be recognised in planning policy as set out in the Proforma and plan (Appendix 1). | <p>General Industrial/Business Area.</p> <p>Despite the low quality of much of the workshop premises, the buildings are well occupied and the estate continues to serve an important role in providing accommodation to local micro businesses and larger firms.</p> <p>A short term priority is to strengthen management of the estate, with public bodies supporting environmental improvements to the estate.</p> |
| Shrewsbury Road Industrial Estate, A49 Shrewsbury Road/Long Lane, Craven Arms | South | <p><i>Property at A49/Long Lane Junction and Petrol Filling Station</i></p> <ul style="list-style-type: none"> • Several retail/residential properties, at the A49/Long Lane junction, are included within the Employment Area, as is the Total petrol filling station on the A49 Shrewsbury Road. The boundary needs to be adjusted to exclude these premises from employment use as set out in the Proforma and plan (Appendix 1). If the petrol station ceased operation then the site would be suitable (subject to other planning considerations) for B class use (B1 (a, b, c), B2, B8). Given its A49 frontage it could also be suitable for retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses. Residential uses should not generally be supported here as the location is surrounded by (and in full view of) a range of light industrial occupiers. | <p>General Business/Industrial Areas</p> <p>Local industrial estate, serving Craven Arms and a large rural hinterland.</p> |

| Site and Employment Area | Spatial Zone | Key Policy Recommendations | Future Role |
|---|--------------|--|--|
| Mixed Commercial Sites | | | |
| Employment Area Calcutts Road Broseley | East | <p><i>Site A and B</i></p> <ul style="list-style-type: none"> Two of the three sites (Site A – 1.01 ha and Site B – 0.65 ha) as set out in the Proforma and plan (Appendix 1) are underused and delivering only limited economic value at present Site A, which partly fronts Calcutts Road, represents a good redevelopment opportunity. The size, location (close to housing) and characteristics of the site (i.e. constrained access) may mean that a development for alternative uses could provide greater benefit to the local community, in terms of addressing local needs, than if the land was retained solely in employment use. Subject to site conditions and access constraints, acceptable non-employment uses may include housing and D1 non-residential institutions. Uses such as A1-A2 retail, A3-A4 hot food and D2 assembly and leisure would not be acceptable, given the access constraints and location of this site Site B is in a backland location, accessed by a narrow and steeply sloping road and comprises (possibly contaminated) older industrial land. This site is thus not readily suitable for anything other than B1(c), B2, B8 employment. | <p>General Business/Industrial Areas</p> <p>Dispersed local employment area, comprising three sites, two of which are regeneration opportunities.</p> |
| Euro Quality Lambs/Morris Corfield, Corvedale Road, Craven Arms | South | <p><i>Euro Quality Lambs</i></p> <ul style="list-style-type: none"> As is discussed elsewhere in the report, Euro Quality Lambs have an aspiration to relocate from their current site and sell the Corvedale Road properties, possibly for redevelopment to residential and/or retail uses. It is likely that Euro Quality Lambs will have to sell their site for such high value uses in order to fund the relocation. It is also unlikely that there will be much demand for the existing premises (which comprise older brick built units, configured for use as an abattoir) from other industrial occupiers. It is therefore recommended that (subject other planning considerations) Shropshire Council allow a change of use on this site, to appropriate non B class uses, to support the growth and expansion of one of Craven Arm's key employers. It is noted that the aberttoir is identified as a possible housing site in Shropshire's 2009 SHLAA (Site CRAV022, capable of providing 25 homes). | <p>Sites for Specific Occupiers</p> <p>Operations for two major employers. Euro Quality Lambs' aspirations to relocate and expand, within Craven Arms, should be supported. This may require the change of use, of the company's current site, to finance the move and allow the viable reuse of the vacated land. Morris Corfield wish to remain on their current site, and their operations should be protected from any third party redevelopment proposals.</p> |

Source: BE Group 2014

Potential Regeneration Opportunities

5.35 The Study Brief (created in August 2012) requires that the study should identify “*where opportunities exist within the employment areas to remodel or regenerate individual sites or groupings then these should be identified indicating potential options to recycle land or intensify employment uses...*”. This study has accordingly identified areas of underused or vacant land (possibly including derelict properties) which have scope for remodelling and/or redevelopment. Where possible, consultations have been undertaken with key site owners to identify the position of underused land and the aspirations of owners for change. Referred to as ‘Regeneration Opportunities’, sites which are felt to present the most realistic opportunities for delivering further (B Class) employment uses, subject to other planning considerations, are set out in Table 17.

Table 17 – Potential Regeneration Opportunities

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|--|--------------|---------------------------------------|--|--|
| Regional Sites | | | | |
| - | - | - | - | - |
| Sub-Regional Sites | | | | |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows, A483/Shrewsbury Road, Oswestry | North West | 3.66 | <p>Agents report demand for additional larger industrial premises (929 sqm or more) at this location. Two SAMDev Plan sites have been proposed and there are a range of existing employment sites which could meet needs, as discussed in the Proforma and Plan (Appendix 1).</p> <p>However it is worth noting that there are three undeveloped plots of land within the existing Employment Area boundary, which could also be brought forward to meet needs. These are at the north western (Site A on the Proforma map – 1.45 ha), eastern (Site B – 1.03 ha) and south western (Site C – 1.18 ha) edges of the area. These comparatively small parcels could meet the needs of individual companies or deliver smaller workshop/office schemes.</p> | <p>General Business/Industrial Area Sites for Specific Occupiers</p> <p>Strategic industrial estates for both Oswestry and the whole of Shropshire. The area's property offer is capable of meeting both local needs for industrial space and competing for investment in the regional market place. The area should therefore be protected as a priority.</p> <p>The north east of the Employment Area (Land West of Mile End Roundabout) is increasingly dominated by A3-A5 food and trade uses, while a mixed use retail/food/leisure scheme is proposed for the Oswestry Livestock Market. The remaining employment land and property in the area should be protected for B1, B2, B8 office, industrial and warehouse uses.</p> |

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|---|--------------|---------------------------------------|--|---|
| Key Shropshire Sites | | | | |
| Maer Lane and Bert Smith Way, Market Drayton | North East | 1.24 | There is a large, triangular area of undeveloped land in the north (Site A on the Proforma map – 1.24 ha), between Pork Farms Ltd (Palethorpes) and the A53. However, accessing this site would be difficult. Direct access to the A53 may not be feasible due to the proximity to an existing roundabout and the only access point within the Employment Area is through land held by Pork Farms Ltd (Palethorpes) for expansion (Development site LN2003/0038, as discussed in the Proforma and Plan, Appendix 1). | General Industrial/Business Area Sites for Specific Occupiers Key local employment area serving Market Drayton and Northern Shropshire, operating alongside a major regional/national food production facility. |
| Ludlow Industrial Estate, Parys Road/Coder Road, Ludlow | South | 1.11 | One undeveloped site remains in the north of the estate (Site A on the Proforma map – 1.11 ha), offering Parys Road frontage and large enough to accommodate a single occupier or a scheme of small business units. DMS Plastics, which has production facilities to the south, has full planning permission for a 463 sqm trade unit in the north west corner of the site. | General Business/Industrial Areas Sites for Specific Employers Property on part of the Parys Road frontage is in non-employment (mostly retail/motor retail) use. This area should be reflected in planning policy. Elsewhere Ludlow Industrial Estate continues to function as an established and successful industrial estate, providing premises both for local micro/small businesses and larger sub-regional/regional employers. This area should be retained and protected for that use. |
| Ludlow Eco Park Sheet Road Ludlow | South | 0.39 | Three undeveloped sites remain: <ul style="list-style-type: none"> in the north west of the Eco Park (Site A – 0.39 ha), created by a bend in the Park-and-Ride access road. This site was included in the 2010 Employment Land Review and Sites Assessment as an employment site (Ref. | High Quality Business Park Strategic business park for both Ludlow and South Shropshire. The area's property offer is capable of |

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|---|--------------|---------------------------------------|---|---|
| | | | <p>SS2008/20838) and is large enough to accommodate a single major occupier or a scheme of small business units.</p> <ul style="list-style-type: none"> • in the south west created between the southern development and the line of the access road and is suitable for small business units • on the south eastern frontage with Sheet Road and is capable of accommodating a single occupier or small business units to be served from the main access road through the business park. | meeting both local needs for good quality space and competing for investment in the regional market place. Expansion options exist around the existing Park. However, the present market is not felt to support further growth in the short and medium term. |
| Key Local Sites | | | | |
| Aston Road Business Park, Aston Road, Wem | North East | 0.81 | <p>Scheme owners J P Smith and Sons report good demand at this location and have aspirations to extend the Business Park. Land east of the existing area (Site A on the Proforma map – 0.81 ha) is identified as a preferred expansion site. The land is owned by Salop Design and Engineering who originally intended to build an industrial unit, for their own use, on the site. However, J P Smith and Sons feel that this land is no longer required by Salop and have approached the company to purchase the site. As this land is brownfield it is considered to be a viable expansion option, which could be delivered with the minimum of impact on the surrounding countryside.</p> <p>As a longer term option, J P Smith and Sons also highlighted the desirability of a new link road running from Aston Road, north to Church Lane (and Wem Engineering Centre) and then on to the B5065 Soulton Road. This would greatly improve access to the employment areas of eastern Wem, reduce the need for HGV traffic to pass through Wem Town Centre and improve access (for residents and businesses) to the A49.</p> | <p>General Industrial/Business Area</p> <p>Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. The owner has aspirations to extend the scheme which, subject to planning and other considerations, should be supported.</p> |
| Employment Area, Cockshutt Lane, Broseley | East | 0.90 | <p>The former Oakely Arnold Scrap Yard (Site A on the Proforma map – 0.90 ha) is vacant and on the market. However, the backland nature of this yard will limit its attractiveness as a potential development site.</p> | <p>Sites for Specific Occupiers General Business/Industrial Area</p> <p>Site for a major local manufacturing business, with three small industrial</p> |

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|---|--------------|---------------------------------------|--|--|
| | | | | units (most in trade use) adjacent. |
| Craven Arms Business Park, Long Lane, Craven Arms | South | 0.90 | <p>There are four undeveloped employment sites in the Business Park:</p> <ul style="list-style-type: none"> • LS1998/00212: Land at Callow Hill Road – 0.18ha. This brownfield land is owned by PXP West Midlands who are expected to seek a suitable, higher value use situated close to the higher specification light workshops and Royal Mail yard within the estate and bounding the Network Rail sidings and the Shropshire Council depot and waste transfer station. • LS1998/00212: Land at Long Lane Industrial Estate – 0.45 ha. This land is owned by Shropshire Council and may be put on the market in the medium or long term. Land to the east, formally part of this site, is now owned by Osprey which has full planning permission (App. No. 11/04309/FUL) to develop a 872 sqm B2 industrial unit on this 0.69 ha plot. The unit will be retained for the company's own use • SS2005/17420: Plot K, Long Lane Industrial Estate – 0.24 ha. This brownfield plot is located west of the Shropshire Council Highways Depot and forms part of the Craven Court industrial development scheme. Proposed for B1(c)/B8 uses, it is not clear when this site will be brought forward for development • LS1998/00212: Land at Hopesay Hill Road – 0.5 ha. This greenfield site is situated on the outer southern edge of the business park and is owned by Shropshire Council. The site has offered some potential to facilitate emerging proposals for development on land to the south of the business park but is expected to be developed in response to increasing demand for development land within the business park. | <p>General Business/Industrial Area</p> <p>Key industrial estate for Craven Arms the surrounding rural hinterland. Offers a good mix of small workshop (and office) units along with accommodation for larger businesses.</p> |

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|--|--------------|---------------------------------------|---|---|
| Wem Business Park, Noble Street/New Street, Wem | North East | 0.64 | <p>Although the quality of individual buildings varies, and some properties could benefit from investment, the Business Park as a whole continues to function well, meeting local requirements for smaller workshop units. The southern portion of the Business Park (the NFU Mutual office plus six adjoining office/workshop units) is presently on the market as a freehold investment sale. Once the sale of these premises is completed, Shropshire Council should approach the new owners and determine if they have any investment/remodelling plans.</p> <p>Land in the north of the estate (Site A on the Proforma map – 0.64 ha) is in use for open storage, car and caravan parking. In the long term, it represents a unique redevelopment opportunity in this otherwise densely developed employment area.</p> | <p>General Industrial/Business Area</p> <p>Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. In particular it provides valuable town centre employment space while most other employment options in the Wem area are in edge of settlement or rural locations.</p> |
| Stanley Lane, Bridgnorth | East | 0.29 | <p>Land in the east of the area (Site A on the Proforma map – 0.29 ha) appears largely vacant (was previously in use as a depot for Veolia Environmental Services) and represents an expansion opportunity for this employment area. The site is separated from housing to the east by a section of greenfield land.</p> | <p>General Business/Industrial Area</p> <p>Local employment area, a key source of budget workshop units and storage space in Bridgnorth.</p> |
| Employment Area and Brewery, Tenbury Road, Cleobury Mortimer | South | 0.10 | <p>Two workshop units, close to the Tenbury Road frontage, have been cleared creating a small development site (Site A on the Proforma map – 0.10 ha).</p> <p>Most properties in the estate are in need of some refurbishment. Improvement to the estate access roads would also be desirable. However, it is unlikely that the scale of the area, or the budget nature of most of the occupiers, justifies the level of investment required.</p> | <p>General Business/Industrial Area</p> <p>Although much of the property is in poor condition, the area is well occupied and continues to serve a function, providing budget quality workshops to local businesses in a range of rural business sectors. The recent development of premises for Severn Edge Veterinary Group, and the outstanding planning consent, is evidence of ongoing developer/occupier interest at this</p> |

| Site and Employment Area | Spatial Zone | Regeneration Opportunities (size, ha) | Remodelling Guidance | Future Role |
|--|--------------|---------------------------------------|---|--|
| | | | | location. Regeneration investment in the area would be desirable, but is unlikely to be justified given the small size of the area and budget nature of the current occupiers. |
| Mixed Commercial Sites | | | | |
| Employment Area Calcutts Road Broseley | East | 1.66 | Two of the three sites (Site A on the Proforma map – 1.01 ha and Site B – 0.65 ha) appear largely vacant or in limited storage use. Site A, which partly fronts Calcutts Road, represents a redevelopment opportunity. Site B is in a backland location and is likely to be of only limited interest to developers and occupiers. | General Business/Industrial Area Dispersed local employment area, comprising three sites, two of which are regeneration opportunities. |

Source: BE Group 2014

Summary

- 5.36 The market and physical assessments have been combined to provide gradings for each Strategic Site and Employment Area. This has established a hierarchy of employment locations for Shropshire. Table 17 summarises this hierarchy.
- 5.37 As Table 18 illustrates four sub-regional sites have been identified. These sites should be safeguarded for B class uses which achieve economic enhancement without detrimental impact to either the site or the wider area. A further nine Sites and Areas are considered to be key sites at the county level. Some are home to Shropshire's largest employers and where possible planning policy should work to protect and retain these companies, requiring economic impact assessments to be part of any application that could result in the permanent loss of a key employer.
- 5.38 None of Shropshire's Strategic Sites and Employment Areas are considered to be of such poor quality that they justify reallocation to an alternative use. However, for some, modest areas of land are in non B class employment use and planning policy needs to recognise this through appropriate boundary adjustments. Policy reallocations may also be required at the Calcutts Road Employment Area, Broseley and Euro Quality Lambs, Craven Arms, if non-employment uses are pursued on the redevelopment sites.

Table 18 – Strategic Sites and Employment Areas Summary

| Grade | Designation | Sites and Areas | | | | |
|-------|---------------------|--|---|---|--|---|
| | | North East | North West | Central | East | South |
| A* | Regional Site | - | - | - | - | - |
| A | Sub-Regional Site | <ul style="list-style-type: none"> Waymills Business Park, Civic Park and Grocontinental, Whitchurch Mullers and Tern Valley Business Park, Market Drayton | <ul style="list-style-type: none"> Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry | - | <ul style="list-style-type: none"> Stanmore Industrial Estate, Bridgnorth | - |
| B | Key Shropshire Site | - | <ul style="list-style-type: none"> Whittington House and Employment Area, Oswestry Ellesmere Business Park, Ellesmere | <ul style="list-style-type: none"> Muller Dairy and Rea Valley Foods, Minsterley | <ul style="list-style-type: none"> Bridgnorth Aluminium, Bridgnorth | <ul style="list-style-type: none"> Muller England (UK) Ltd, Cleobury Mortimer Ludlow Industrial Estate, Ludlow Ludlow Eco Park, Ludlow |
| B/C | Key Shropshire Site | <ul style="list-style-type: none"> Maer Lane and Bert Smith Way, Market Drayton Sych Farm, Phase I, Market Drayton | <ul style="list-style-type: none"> Fullwood and Fabdec, Ellesmere | - | <ul style="list-style-type: none"> Faraday Drive, Bridgnorth | <ul style="list-style-type: none"> Weeping Cross Lane, Ludlow |
| C | Key Local Site | <ul style="list-style-type: none"> Wem Engineering Centre, Wem Aston Road Business Park, Wem Wem Industrial Estate, Wem | - | - | <ul style="list-style-type: none"> Employment Area, Cockshutt Lane, Broseley Netherton Workshops, Netherton BritPart Campus, Craven Arms. | <ul style="list-style-type: none"> Long Mynd and Crossways Business Park, Church Stretton Love Lane Industrial Estate, Bishops Castle Bishops Castle Business Park, Bishops Castle Drover's House and The Gateway, Craven Arms Craven Arms Business Park, Craven Arms Old Station Yard, Cleobury Mortimer |
| C/D | Key Local Site | <ul style="list-style-type: none"> Wem Business Park, Wem | <ul style="list-style-type: none"> Traditional Products, Oswestry | - | <ul style="list-style-type: none"> Depots Adjoining Fir Tree House, Albrighton Shifnal Industrial | <ul style="list-style-type: none"> Shrewsbury Road Industrial Estate, Craven Arms |

| Grade | Designation | Sites and Areas | | | | |
|-------|------------------|-----------------|------------|---------|---|---|
| | | North East | North West | Central | East | South |
| | | | | | Estate • Albrighton Business Park, Albrighton • Stanley Lane, Bridgnorth • Stretton Road Employment Area, Much Wenlock | • Burway Industrial Estate, Ludlow • Employment Area and Brewery, Tenbury Road, Cleobury Mortimer • Lloyds of Ludlow (and others), Ludlow |
| D | Mixed Commercial | - | - | - | • Employment Area, Calcutts Road, Broseley | • Euro Quality Lambs/Morris Corfield, Craven Arms |

Source: BE Group 2014

6.0 CONCLUSIONS AND RECOMMENDATIONS

Introduction

6.1 This report provides the evidence base to enable Shropshire Council to identify the existing Strategic Sites and Employment Areas within Shropshire that should be safeguarded for employment use. Underpinning this is the requirement of the NPPF for local authorities to set criteria or identify strategic sites which can meet local and inward investment needs during the Local Plan period.

6.2 This final section draws together all the information for each Site and Area including market, physical and ownership/occupiers appraisals, and incorporates our policy recommendations.

Conclusions and Recommendations Matrix

6.3 The 33 Strategic Sites and Employment Areas reviewed in detail for this study total 291.35 ha. Most are well occupied, particularly the main industrial estates and business parks.

6.4 There is some 145.15 ha of development land in, and around, Shropshire's Sites and Areas. This comprises unimplemented planning permissions, undeveloped employment sites and proposed SAMDev Plan allocations. This land supply is concentrated at Maes-Y-Clawdd/Mile Oak/Rod Meadows (40.92 ha – of which 18.10 ha is unimplemented planning permissions and employment sites and the remainder are SAMDev Plan options), Whittington House and Artillery Business Park (31.07 ha – primarily SAMDev Plan proposals at the A5/A495 junction) and Mullers and Tern Valley Business Park (32.25 ha – where Muller and Culina's expansion plans, along with the growth of Tern Valley Business Park, will more than double the size of the current Employment Area).

6.5 There are only modest Regeneration Opportunities amounting to 12.56 ha (4.5 percent of the total supply). The largest supply (3.66 ha) is at Maes-Y-Clawdd/Mile Oak/Rod Meadows, which again emphasises the growth potential of this Employment Area.

6.6 Table 19 provides a summary of the findings of this study, giving a final policy recommendation for each Site and Area. None of the Sites and Areas are considered to be of such poor quality that they justify reallocation to an alternative

use. However several include premises which are in non B class employment use and it is recommended that planning policy recognises this by appropriate boundary adjustments. This applies to the following – Waymills Business Park, Civic Park and Grocontinental (Whitchurch); Maes-Y-Clawdd/Mile Oak/Rod Meadows (Oswestry); Ludlow Industrial Estate (Ludlow); Long Mynd and Crossways Business Park (Church Stretton); Shrewsbury Road Industrial Estate (Craven Arms). Conversely, it is recommended that the site area of Weeping Cross Lane, Ludlow be increased to include backland industrial sites. Elsewhere, land should be protected for B1 (a, b, c), B2, B8 employment uses.

6.7 Other key recommendations include:

- Muller and Tern Valley Business Park, Market Drayton – Reflecting Muller's planning permission, Shropshire Council should adopt the 24.25 ha of land, north of A53, for employment uses. Tern Valley Business Park, Phase II should also be adopted as a new Employment Area for Shropshire. Policy should emphasise that Phase II is distinct from the Muller dominated Tern Valley Business Park, Phase I and will meet the needs of a range of businesses from across the County, and beyond. This individually could also be emphasised by giving the Phase II development a new name
- Aston Road Business Park, Wem – Allow the modest expansion of Aston Road Business Park into the adjacent (0.81 ha) brownfield site
- Maes-Y-Clawdd/Mile Oak/Rod Meadows, Oswestry – Given the scale of the possible employment land supply in, and around this Employment Area, the viability of existing employment sites (notably LO1999/00133: Weston Farm, West of Mile Oak Industrial Estate) should be reviewed. Sites judged unviable should be excluded from the supply
- Albrighton Business Park, Albrighton – The serviced office scheme at James House is relatively unique in East Shropshire and should be protected from change of use or redevelopment proposals. However, Shropshire Council should continue to monitor the scheme and, if conditions at the property do degrade further, consider what alternative uses might be appropriate at this location
- Bridgnorth Aluminium, Bridgnorth – Protect any land and property which becomes available in the Alcan site for B1, B2, B8 employment. Shropshire Council should also work to ensure that the majority of the adjacent Employment Site (BR1992/00598 and BR1993/00463 Chartwell Business

Park, Stourbridge Road) is developed for B1, B2, B8 uses, with any B class employment developed included within the Employment Area boundary

- Stanmore Industrial Estate, Bridgnorth – Support the ongoing growth and improvement of Stanmore Industrial Estate, within its existing boundaries, as a key source of larger industrial and warehouse accommodation in Shropshire. Proposals to improve access and directional signage here should also be supported
- Euro Quality Lambs/Morris Corfield, Craven Arms – Continue to support the aspirations of Euro Quality Lambs to relocate within Craven Arms. Subject to other planning policy, this may require allowing a change of use application on the company's Corvedale Road site to higher value uses.

Table 19 – Study Conclusions and Recommendations

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|----------------------------|---|---|
| Regional Sites | | | | | | | | |
| - | | - | - | - | - | - | - | - |
| Sub-Regional Sites | | | | | | | | |
| Waymills Business Park, Civic Park and Grocontinental, Waymills/A525, Whitchurch | North East | A | 26.87 | 15.82 | - | - | <ul style="list-style-type: none"> • Exclude land and property in the north west of the Employment Area (fronting Waymills and close to the railway line) • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses, unless ancillary • Maintain and enhance the high built/environmental quality and economic activities • Protect key employers from third party applications | <p>General Industrial/Business Area High Quality Business Park Sites for Specific Occupiers</p> <p>Strategic business parks serving northern Shropshire and adjacent areas of Cheshire. Offers a range of high quality industrial/logistics units, along with some budget/moderate quality space suitable for local micro businesses. The area also houses some major occupiers.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|--|--|---|
| | | | | | | | <ul style="list-style-type: none"> Consider investment options for the Civic Green scheme. | |
| Mullers and Tern Valley Business Park, Shrewsbury Road, Market Drayton | North East | A | 13.23 | 32.25 | - | - | <ul style="list-style-type: none"> Protect Tern Valley Business Park Phase II for B class uses (B1 (a, b, c), B2, B8 Adopt the Phase II land as a separate employment area Exclude all other uses barring exceptional circumstances Maintain the diversity of uses in Phase II, preventing any one occupier from gaining control of the majority of the site Protect key employers from third party applications. | <p>General Industrial/Business Area Heavy/Specialist Industrial Site Sites for Specific Occupiers High Quality Business Park</p> <p>A strategic site, on a main road location in northern Shropshire, the area is occupied by two of the County's key employers (Muller and Culina Logistics). Those employers have significant expansion plans which are likely to come forward in the next few years, more than doubling the size of this Employment Area. To the east, the gradual development of Tern Valley Business Park Phase II will diversify the area, providing accommodation for smaller businesses in a high quality business park environment.</p> |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows, A483/ | North West | A | 97.75 | 40.92 | 3.66 | There are extensive development opportunities in, and around the | <ul style="list-style-type: none"> Reallocate Oswestry Livestock Market and Adjacent Land, reflecting | <p>General Business/Industrial Area Sites for Specific Occupiers</p> <p>Strategic industrial estates for both Oswestry and the whole of</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|--|---|--|
| Shrewsbury Road, Oswestry | | | | | | area which could meet the stated need for additional larger industrial premises. However, if required, further development land does exist around the area. Three smaller plots are also available around the area which could meet the needs of individual companies or deliver smaller workshop/office schemes | <p>the current masterplan proposals</p> <ul style="list-style-type: none"> • Reallocate Land West of Mile End Roundabout • Permit B class uses (B1 (a, b, c), B2, B8 • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses, unless ancillary • Protect key employers from third party applications. | <p>Shropshire. The area's property offer is capable of meeting both local needs for industrial space and competing for investment in the regional market place. The area should therefore be protected as a priority.</p> <p>The north east of the Employment Area (Land West of Mile End Roundabout) is increasingly dominated by A3-A5 food and trade uses, while a mixed use retail/food/leisure scheme is proposed for the Oswestry Livestock Market. The remaining employment land and property in the area should be protected for B1, B2, B8 office, industrial and warehouse uses.</p> |
| Stanmore Industrial Estate, Off A454, Bridgnorth | East | A | 18.14 | 2.84 | - | - | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8 • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses, unless ancillary | <p>General Industrial/Business Area Established/Potential Office Location</p> <p>Strategic business park serving much of southern and eastern Shropshire. The estate has a catchment area which extends to the margins of Kidderminster, Hereford, Shrewsbury and Telford. The estate already has a good mix of industrial and logistics property, including</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|----------------------------|--|--|
| | | | | | | | <ul style="list-style-type: none"> Protect key employers from third party applications. | accommodation for several major occupiers, while the estate owners have a range of plans for improvement and expansion. |
| Key Shropshire Sites | | | | | | | | |
| Muller Dairy and Rea Valley Foods, Station Road, Minsterley | Central | B | 10.20 | 0.28 | - | - | <ul style="list-style-type: none"> Amend the site boundary to reflect the former Bus Station application Protect key employers from third party applications | Sites for Specific Employers Premises for two of Shropshire's major employers. A small employment scheme is proposed on land to the east. |
| Whittington House and Employment Area, A495 Whittington Road, Oswestry | North West | B | 6.00 | 31.07 | - | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Resist retail and other non B-class employment uses, unless ancillary Protect key employers from third party applications | General Business/Industrial Area Sites for Specific Employers Incubator/SME Cluster Site Land in the east will continue as a major office/infrastructure facility for BT. Land to the west comprises a local business park, dominated by a single occupier, with options for growth and expansion. |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|--|---|--|
| Maer Lane and Bert Smith Way, Market Drayton | North East | B | 12.63 | 0.80 | 1.24 | While there is a large, triangular shaped area of undeveloped land in the north, between Pork Farms Ltd (Palethorpes) and the A53, access to this land is constrained. | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8 Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses Protect key employers from third party applications. | <p>General Industrial/Business Area Sites for Specific Occupiers</p> <p>Key local employment area serving Market Drayton and Northern Shropshire, operating alongside a major regional/national food production facility.</p> |
| Bridgnorth Aluminium, Old Worcester Road, Bridgnorth | East | B | 17.21 | 7.62 | - | The Alcan Site is occupied by Discovery Foils who were taken over by Slovakia based Moneta Group. It is expected that the company will reduce operations on the Alcan Site. Over the medium and long term this may free up land and property for other purposes. | <ul style="list-style-type: none"> Any employment uses developed on Employment Site BR1992/00598 and BR1993/00463 should be included in the Employment Area boundary. Further retail (or other non B-Class employment) proposals should be discouraged at this location Protect any surplus land/property in the Moneta Packaging site for B class uses (B1 | <p>General Business/Industrial Area Heavy/Specialist Industrial Site Sites for Specific Occupiers Recycling/Environmental Industries Site</p> <p>A major aluminium processing plant, with expansion plans plus with a range of ancillary facilities. Land to the north includes a substantial employment site which provides options for the provision of further B-Class employment uses in Bridgnorth, albeit alongside retail options.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|--|--|---|
| | | | | | | | (a, b, c), B2, B8 <ul style="list-style-type: none"> • Protect key employers from third party applications • On land North of Old Worcester Road: <ul style="list-style-type: none"> ○ Permit B class uses (B1 (a, b, c), B2, B8) ○ Permit trade/motor trade uses if appropriate ○ Resist retail and other non B-class employment use. | |
| Ludlow Industrial Estate, Parys Road/Coder Road, Ludlow | South | B | 10.88 | 0.27 | 1.11 | One undeveloped site remains in the north of the estate, offering Parys Road frontage and large enough to accommodate a single major occupier or a scheme of small business units. | <ul style="list-style-type: none"> • Reallocate land Fronting Parys Road (from Lingen Road to Coder Road) • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class | <p>General Business/Industrial Area Sites for Specific Employers</p> <p>Property on part of the Parys Road frontage is in non-employment (mostly retail/motor retail) use. This area should be reflected in planning policy.</p> <p>Elsewhere Ludlow Industrial Estate continues to function as an established and successful industrial estate, providing premises both for</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|---|--|---|
| | | | | | | | employment uses • Protect key employers from third party applications. | local micro/small businesses and larger sub-regional/regional employers. This area should be retained and protected for that use. |
| Ludlow Eco Park Sheet Road Ludlow | South | B | 3.82 | 4.65 | 0.39 | Three undeveloped sites remain: • in the north west of the Eco Park (Site A – 0.39 ha), created • in the south west created between the southern development and the line of the access road • on the south eastern frontage with Sheet Road | • Permit B class uses (B1 (a, b, c), B2, B8) • Reflecting previous development patterns, a limited amount of further non B-Class employment development may be permissible if it can be shown to enhance the built quality and offer of the Park • Maintain and enhance the high built/environmental quality and economic activities of the Eco Park • Protect key employers from third party | High Quality Business Park Strategic business park for both Ludlow and South Shropshire. The area's property offer is capable of meeting both local needs for good quality space and competing for investment in the regional market place. Expansion options exist around the existing Park. However, the present market is not felt to support further growth in the short and medium term. |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|----------------------------|---|---|
| | | | | | | | applications. | |
| Muller England (UK) Ltd, A4117 High Street, Cleobury Mortimer | South | B | 0.59 | - | - | - | <ul style="list-style-type: none"> Protect key employers from third party applications. | Site for Specific Occupiers Strategic site, occupied by a key employer for south Shropshire. |
| Faraday Drive, Bridgnorth | East | B/C | 6.28 | 0.61 | - | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses Protect key employers from third party applications. | General Business/Industrial Area Established or Potential Office Location Local employment area serving Bridgnorth and East Shropshire. |
| Weeping Cross Lane Ludlow | South | B/C | 5.38 | - | - | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses Protect key employers from third party | General Business/Industrial Area Sites for Specific Employers Premises for one of Ludlow's major employers, along with secondary trade/motor trade accommodation. |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|---|---|--|
| | | | | | | | applications <ul style="list-style-type: none"> • Include the backland industrial/trade premises in the south east of the area (to the rear of Countrywide and Brian Evans Car Sales) in the area boundary | |
| Key Local Sites | | | | | | | | |
| Wem Engineering Centre Church Lane Wem | North East | C | 1.35 | - | - | - | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non-employment uses | General Industrial/Business Area Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. |
| Aston Road Business Park, Aston Road, Wem | North East | C | 1.12 | 0.06 | 0.81 | Owners J P Smith and Sons has aspirations to extend the Business Park. Land east of the existing area is identified as a preferred expansion site. Presently owned | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non-employment uses. | General Industrial/Business Area Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. The owner has aspirations to extend the scheme which, subject to planning and other considerations, should be supported. |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|---|--|---|
| | | | | | | <p>by Salop Design and Engineering the, land is judged surplus to requirements by that company.</p> <p>The development of a new link road running from Aston Road to the B5065 Soulton Road, has also been put forward as a more speculative option. This would improve access for residents and business and open up surrounding land for development.</p> | | |
| Employment Area, Cockshutt Lane, Broseley | East | C | 3.57 | - | 0.90 | The former Oakely Arnold Scrap Yard is vacant and on the market. However, the backland nature of this yard will limit its attractiveness as | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses • Protect key | <p>Sites for Specific Occupiers General Business/Industrial Areas</p> <p>Site for a major local manufacturing business, with three small industrial units (most in trade use) adjacent.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|-------------------------------|---|---|
| | | | | | | a potential development site. | employers from third party applications. | |
| Long Mynd and Crossways Business Park, Off A49 Crossways, Church Stretton | South | C | 2.20 | 0.04 | - | - | <ul style="list-style-type: none"> • Reallocate the Station car and coach parking • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non-employment uses. | <p>General Business/Industrial Area</p> <p>Prominent local industrial estate, serving Church Stretton and a large rural catchment area</p> |
| Love Lane Industrial Estate, A488 Love Lane, Bishops Castle | South | C | 10.28 | - | - | - | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses • Protect key employers from third party applications. | <p>General Business/Industrial Area Sites for Specific Occupiers</p> <p>Local industrial estate, serving Bishops Castle and a large rural hinterland. The estate also offers a small multi-let office scheme, a largely unique product in south west Shropshire.</p> |
| Drover's House and The Gateway, The Auction Yard | South | C | 0.47 | - | - | - | <ul style="list-style-type: none"> • Protect Drover's House and The Gateway for B1(a) offices. Change of use proposals | <p>Established or Potential Office Location</p> <p>Modern office scheme, providing good quality office suites (and retail</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|--|--|--|
| Dale Street/A49 Shrewsbury Road, Craven Arms | | | | | | | <p>must prove that the property is not viable in its present use</p> <ul style="list-style-type: none"> Proposals for ancillary B(b) research and development uses may be appropriate Most other uses would not be acceptable at this location A1 retail uses should not be extended beyond the five shops already trading in the ground floor of Drover's House. | units) to private and public organisations from across South Shropshire. |
| Craven Arms Business Park, Long Lane, Craven Arms | South | C | 8.60 | 4.22 | 0.90 | <p>There are four undeveloped employment sites in the Business Park:</p> <ul style="list-style-type: none"> LS1998/0021 2: Land at Callow Hill Road – 0.18ha. LS1998/0021 2: Land at | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General Business/Industrial Area</p> <p>Key industrial estate for Craven Arms the surrounding rural hinterland. Offers a good mix of small workshop (and office) units along with accommodation for larger businesses.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|---|---|---|
| | | | | | | Long Lane Industrial Estate – 0.45 ha. • SS2005/1742 0: Plot K, Long Lane Industrial Estate – 0.24 ha. • LS1998/0021 2: Land at Hopesay Hill Road – 0.5 ha. | | |
| Old Station Yard, Off B4363, Cleobury Mortimer | South | C | 2.20 | 0.66 | - | - | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses • Protect key employers from third party applications. | General Business/Industrial Area High quality rural industrial estate, serving Cleobury Mortimer and a large rural hinterland |
| Wem Business Park, Noble Street/New | North East | C/D | 3.23 | - | 0.64 | The southern portion of the Business Park is presently on the | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor | General Industrial/Business Area Key local employment area serving Wem and the surrounding rural |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|---|---|---|
| Street, Wem | | | | | | <p>market as a freehold investment sale. Once the sale of these premises is completed, Shropshire Council should approach the new owners and determine if they have any investment/remodelling plans.</p> <p>Land in the north of the estate is in use for open storage, car and caravan parking. In the long term this represents a redevelopment opportunity.</p> | <p>trade uses if appropriate</p> <ul style="list-style-type: none"> Any development of non B-class employment uses should be limited to frontage sites on Noble Street, New Street or Park Road. Development should be of appropriate scale and not prejudice the operation of the remainder of the Business Park. | <p>hinterland of North East Shropshire. In particular it provides valuable town centre employment space while most other employment options in the Wem area are in edge of settlement or rural locations.</p> |
| Traditional Products, Whittington Road, Oswestry | North West | C/D | 2.97 | - | - | - | <ul style="list-style-type: none"> Reflect that, with the exception of Traditional Products, much of the area is in non B-Class employment use Protect key employers from third party | <p>General Business/Industrial Area Sites for Specific Employers</p> <p>Two units on the Whittington Road frontage are in non-employment use (Colour Supplies and Kwik Fit). Shropshire Council should consider reallocating these properties to non-employment use. Traditional Products remains a significant local manufacturer and should be</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|----------------------------|--|---|
| | | | | | | | <ul style="list-style-type: none"> applications Permit B class uses (B1 (a, b, c), B2, B8 if land/property becomes available Resist further retail and other non B-class employment uses. | protected accordingly. |
| Depots Adjoining Fir Tree House, Off Bowling Green Lane, Albrighton | East | C/D | 0.74 | - | - | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Resist retail and other non B-class employment uses which would not be appropriate in the rural environment. | <p>Sites for Specific Occupiers</p> <p>Two rural industrial sites, occupied by established local businesses. The sites should be retained for the use of those companies. However, if either or both of these locations became vacant, their loss to alternative uses, appropriate to this rural area, would not have a significant impact on Shropshire's supply of employment land and premises.</p> |
| Shifnal Industrial Estate Lambledge Lane Shifnal | East | C/D | 11.35 | - | - | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Consider the further expansion of waste processing uses <i>"in relation to their safe operation within</i> | <p>General Industrial/Business Area</p> <p>Despite the low quality of much of the workshop premises, the buildings are well occupied and the estate continues to serve an important role in providing accommodation to local micro businesses and larger firms.</p> <p>A short term priority is to strengthen</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|----------------------------|--|---|
| | | | | | | | <p><i>the estate and their impacts on the amenity of neighbouring uses.”</i></p> <ul style="list-style-type: none"> • Resist retail and other non-employment uses • Protect key employers from third party applications • Proposals to refurbish property within the estate should be supported • Selective redevelopment may also be acceptable • Look to develop a management committee to co-ordinate future change on the estate. | management of the estate, with public bodies supporting environmental improvements to the estate. |
| Albrighton Business Park, Off A41 Albrighton By-Pass, | East | C/D | 1.12 | - | - | - | <ul style="list-style-type: none"> • Protect James House for B1(a) offices. Change of use proposals must prove that | <p>Established/Potential Office Location Incubator/SME Cluster Site</p> <p>A serviced office and incubation</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--------------------------|--------------|-------|-----------|--|---------------------------------------|---|---|---|
| Albrighton | | | | | | | <p>the property is not viable in its present use</p> <ul style="list-style-type: none"> • Encourage proposals for the refurbishment and enhancement of the business centre, allowing some B1(c) workshops if appropriate • Elsewhere, small scale B class uses (B1 (a, b, c), B2, B8) may be appropriate, but are unlikely to be deliverable • Other uses should be resisted. • | facility serving Albrighton and the surrounding rural catchment area. |
| Stanley Lane, Bridgnorth | East | C/D | 2.03 | - | 0.29 | Land in the east of the area appears largely vacant and represents an expansion opportunity for this employment area. The site is separated from housing to the east by a section | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses. | <p>General Business/Industrial Area</p> <p>Local employment area, a key source of budget workshop units and storage space in Bridgnorth.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|--|---|---|
| | | | | | | of greenfield land. | | |
| Shrewsbury Road Industrial Estate, A49 Shrewsbury Road/Long Lane, Craven Arms | South | C/D | 4.15 | 10.91 | - | - | <ul style="list-style-type: none"> • Reallocate retail, residential a Petrol Filling Station properties on A49 and at A49/Long Lane Junction • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses. | General Business/Industrial Area Local industrial estate, serving Craven Arms and a large rural hinterland. |
| Lloyds of Ludlow (and others) Station Drive Ludlow | South | C/D | 1.00 | - | - | Widening of the Corve Street entrance is desirable, but could not be achieved without the demolition of adjacent residential properties. | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) • Permit trade/motor trade uses if appropriate • Resist retail and other non B-class employment uses • Protect key employers from third party applications. | General Business/Industrial Area Backland haulage yard, now providing budget workshop accommodation for a number of micro businesses. Also a local microbrewery which contributes to the visitor economy of Ludlow. |
| Burway Industrial Estate, | South | C/D | 1.49 | - | - | Widening, straightening and resurfacing of the | <ul style="list-style-type: none"> • Permit B class uses (B1 (a, b, c), B2, B8) | General Business/Industrial Area Backland employment site, providing |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|---------------------------------------|--|--|--|
| Bromfield Road, Ludlow | | | | | | access road through the estate is desirable. However, alterations could not be achieved without the loss of land in use by Ludlow Motors. | <ul style="list-style-type: none"> Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | budget quality accommodation to a diverse range of local micro businesses, with frontage land in use for motor retail. |
| Employment Area and Brewery, Tenbury Road, Cleobury Mortimer | South | C/D | 0.95 | 0.66 | 0.10 | <p>Two workshop units, close to the Tenbury Road frontage, have been cleared creating a small development site.</p> <p>Most properties in the estate are in need of some refurbishment. Improvement to the estate access roads would also be desirable. However, it is unlikely that the scale of the area, or the budget nature of most of the occupiers, justifies the level</p> | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General Business/Industrial Area</p> <p>Although much of the property is in poor condition, the area is well occupied and continues to serve a function, providing budget quality workshops to local businesses in a range of rural business sectors. The recent development of premises for Severn Edge Veterinary Group, and the outstanding planning consent, is evidence of ongoing developer/occupier interest at this location. Regeneration investment in the area would be desirable, but is unlikely to be justified given the small size of the area and budget nature of the current occupiers.</p> |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|---------------------------------------|--|---|--|
| | | | | | | of investment required. | | |
| Mixed Commercial Sites | | | | | | | | |
| Employment Area Calcutts Road Broseley | East | D | 2.38 | - | 1.66 | Two of the three sites appear largely vacant or in limited storage use. The land which partly fronts Calcutts Road, represents a redevelopment opportunity. The other site is in a backland location and is likely to be of only limited interest to developers and occupiers. | <ul style="list-style-type: none"> • The Calcutts Road Regeneration Opportunity would be appropriate for alternate uses • The backland site is only appropriate for B1(c), B2, B8 uses • Protect Steelmart International for B2 uses. | General Business/Industrial Area Dispersed local employment area, comprising three sites, two of which are regeneration opportunities. |
| Euro Quality Lambs/Morris Corfield, Corvedale Road, Craven Arms | South | D | 1.17 | - | 0.85 | Euro Quality Lambs wish to relocate as soon as the Land at Newington Farm is adopted for employment uses in the SAMDev Plan. To finance this relocation, the company will have to sell their current site at a | <ul style="list-style-type: none"> • Support Euro Quality Lamb's relocation. This may require permitting their current site to be redeveloped for alternative (higher value) uses • Continue to protect the Morris Corfield site for the exclusive use of that company. | Sites for Specific Occupiers Operations for two major employers. Euro Quality Lambs' aspirations to relocate and expand, within Craven Arms, should be supported. This may require the change of use, of the company's current site, to finance the move and allow the viable reuse of the vacated land. Morris Corfield wish to remain on their current site, and their operations should be protected from any third party redevelopment |

| Site and Area | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Regeneration Opportunities, Size (ha) | Regeneration Opportunities | Key Policy Recommendations | Future Role |
|---------------|--------------|-------|-----------|--|---------------------------------------|---|----------------------------|-------------|
| | | | | | | comparatively high value. They have had enquiries from one developer, looking to redevelop the Corvedale Road site for a mixture of housing and retail. | | proposals. |

Source: BE Group 2014

Additional Sites and Areas

- 6.8 The eight additional Strategic Sites and Employment Area, reviewed at a high level in this study, total 56.56 ha. This gives a combined total of 347.91 ha for all the Sites and Areas reviewed in this study. These Sites and Areas include 16.61 ha of development opportunities and all but three of the Sites and Areas (Netherton Workshops, Highley; Employment Area, Much Wenlock and the BritPart Campus, Craven Arms) have growth options.
- 6.9 Comparisons with the findings of the 2011 Employment Land Review and Sites Assessment suggest that little development activity has taken place in these Sites and Areas over the last three years. Most of the current (or proposed) employment land allocations remain valid although further investigation of market demand for additional land at the Fullwood and Fabdec site, Ellesmere, is desirable.
- 6.10 Table 20 provides a summary of the findings of this study, giving a final policy recommendation for each of the eight additional Sites and Areas. Again none of the Sites and Areas are considered to be of such poor quality that they justify reallocation to an alternative use.

Table 20 – Conclusions and Recommendations (High Level Appraisal of Eight Further Sites)

| Site (Spatial Zone) | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Key Policy Recommendations | Future Role |
|---|--------------|-------|-----------|--|--|--|
| Wem Industrial Estate Soulton Road Wem | North East | C | 22.35 | 2.13 | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General industrial/business area Heavy/ Specialist Industrial Site Sites for Specific Occupiers Recycling/ Environmental Industries Sites</p> <p>Large rural industrial estate, providing an extensive range of budget industrial options to local businesses. The estate serves a wide rural catchment area and has a particular role in accommodating 'bad neighbour' industries such as waste recycling and the haulage sector</p> |
| Sych Farm, Phase I Off A53 Market Drayton | North East | B | 9.54 | 1.81 | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General industrial/business area Warehouse/ Distribution Park Sites for Specific Occupiers Recycling/ Environmental Industries Sites</p> <p>Roadside employment area, prominently located at the A53/A529 junction. While the wider area includes a diverse mix of uses, the modern terraced industrial units are of particular value as the only source of modern, good quality space in Market Drayton. Some 16 ha of additional employment land is proposed in the SAMDev Plan here, a key source of future</p> |

| Site (Spatial Zone) | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|--|---|
| | | | | | | supply for the town |
| Ellesmere Business Park Off A495 Ellesmere | North West | B/C | 2.63 | 6.57 | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses Maintain and enhance the high built/environmental quality and economic activities of the Business Park. | <p>General industrial/business area Incubator /SME Cluster Site Recycling/environmental industries site</p> <p>Modern business park providing good quality industrial and office accommodation to a large rural catchment in northern Shropshire. Although small at present, the area has substantial growth options which are expected to be brought forward in the long term</p> |
| Fullwood and Fabdec Grange Road Ellesmere | North West | C | 3.24 | 3.02 | <ul style="list-style-type: none"> Protect key employers from third party applications Protect the identified employment site from alternate uses. | <p>General industrial/business area Sites for Specific Occupiers.</p> <p>A strategic site, on a main road location in northern Ellesmere, the area is occupied by two of Ellesmere's key employers. Some 3.34 ha of employment land is available to the north, comprising the only large employment option in the town which is not linked to Ellesmere Business Park. The site does have constraints which may reduce the developable area and further research is required both into ground conditions and the demand for land here.</p> |
| Netherton Workshops Off the | East | C/D | 0.64 | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Resist retail and other non | <p>General industrial/business area Recycling/environmental industries site Incubator /SME Cluster Site</p> |

| Site (Spatial Zone) | Spatial Zone | Grade | Site Area | Development Opportunities, ha (Available Employment Sites, SAMDev options, other major planning permissions) | Key Policy Recommendations | Future Role |
|--|--------------|-------|-----------|--|--|---|
| B4555 Highley | | | | | B-class employment uses. | Local workshop scheme, meeting the needs of Highley and its surrounding rural hinterland. |
| Employment Area Stretton Road Much Wenlock | East | C | 1.92 | - | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General industrial/business area</p> <p>Local employment scheme, providing a small number of workshop units and yards, along with local car parking facilities.</p> |
| Bishops Castle Business Park B4385 Brampton Road Bishops Castle | South | B/C | 1.57 | 3.08 | <ul style="list-style-type: none"> Permit B class uses (B1 (a, b, c), B2, B8) Permit trade/motor trade uses if appropriate Resist retail and other non B-class employment uses. | <p>General industrial/business area Recycling/environmental industries site</p> <p>Local business park, offering modern (primarily) workshop space to a small group of local businesses. Hosts a diverse group of local firms including waste processing businesses, trade uses and some non B-Class employment.</p> |
| BritPart Campus The Grove A49/A489 Junction Craven Arms | South | C | 14.67 | - | <ul style="list-style-type: none"> Protect key employers from third party applications, | <p>Site for Specific Occupiers</p> <p>Strategic site, occupied by a key employer for South Shropshire.</p> |

Source:

BE

Group

2014

Appendix 1 - East Spatial Zone Strategic Sites and Employment Areas

| | | | |
|---|---------|---|-----------|
| Address | | Category to link LA policy description | |
| Depots Adjoining Fir Tree House Off Bowling Green Lane Albrighton WV7 3HB | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Two budget quality single occupier industrial sites, with constrained access, in a rural Green Belt location, west of Albrighton. | | Characteristics* Critical mass: Poor Accessibility: Poor Prominence: Poor Environment: Average | |
| Total Number of Units | 5 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 5 | 90-2000 |
| | | | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | 5 | Average |
| | | | Good |
| Area Size, ha | 0.74 | | |
| Key Companies / Employers | | | |
| Portable Conveyors R and M Fabrications | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The location (Green Belt, surrounded by agricultural land) and industrial nature of the area make it unsuitable for such uses. | | | |

Remodelling Guidance:

None. Further expansion is not possible without encroaching on surrounding Green Belt agricultural land

Future Role

Sites for Specific Occupiers

Two rural industrial sites, occupied by established local businesses. The sites should be retained for the use of those companies. However, if either or both of these locations became vacant, their loss to alternative uses, appropriate to this Green Belt area, would not have a significant impact on Shropshire's supply of employment land and premises.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|--|--|----|
| Address | | Category to link LA policy description | |
| Albrighton Business Park Off A41 Albrighton By-Pass Albrighton WV7 3HA | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Small, roadside business park, prominently located off the A41 Albrighton By-Pass, adjacent to Albrighton Rail Station. Comprises only two buildings, one of which is a two-storey, secure serviced office scheme (James House). | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 41 (includes 40 serviced suites in James House) | Vacant | 16 |
| | | Occupancy Rate, percent | 61 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, c) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | 41 |
| New 2000+ | | | |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 41 |
| Good | | | |
| Area Size, ha | 1.12 | | |
| Key Companies / Employers | | | |
| XYZ Automation | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> Although it has constraints (discussed below), James House is one of only two multi-let office schemes within the identified Employment Areas of East Shropshire. Proposals which would lead to the loss of this property, or its conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the building no longer meets modern office occupier needs and that a refurbishment to address the deficiencies of the property is not economically viable | | | |

- Refurbishment proposals, which will help improve the performance of this scheme should be supported
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary use (B1(a) office) of the building
- Proposals for an element of B1(c) workshop use, which may form part of a business centre scheme, could be acceptable if the activity proposed, and the scale of that activity, is appropriate for this property
- Elsewhere proposals for other industrial and warehouse (B1(c), B2, B8) uses would be acceptable, but in practice, the scale of the area does not support any further development.
- As discussed, non B class employment uses would only be acceptable if a very strong case can be made that the existing buildings are unviable.

Remodelling Guidance:

The core of this area is the 600 sqm James House serviced office scheme. The scheme owner argues that the building is performing poorly due to its peripheral location, small size and inflexible nature. The owner has aspirations to change the use of the property, possibly converting it into a sheltered housing scheme.

However, the serviced offices of James House continue to serve a function, providing incubation and grow-on office suites to local businesses in the Albrighton area. The property it offers is largely unique in eastern Shropshire. Proposals to change the use of, or redevelop the property should therefore be resisted while proposals to improve the property, without changing the use, should be supported.

Shropshire Council should continue to monitor the scheme and, if conditions at the property do degrade further, consider what alternative uses might be appropriate at this location.

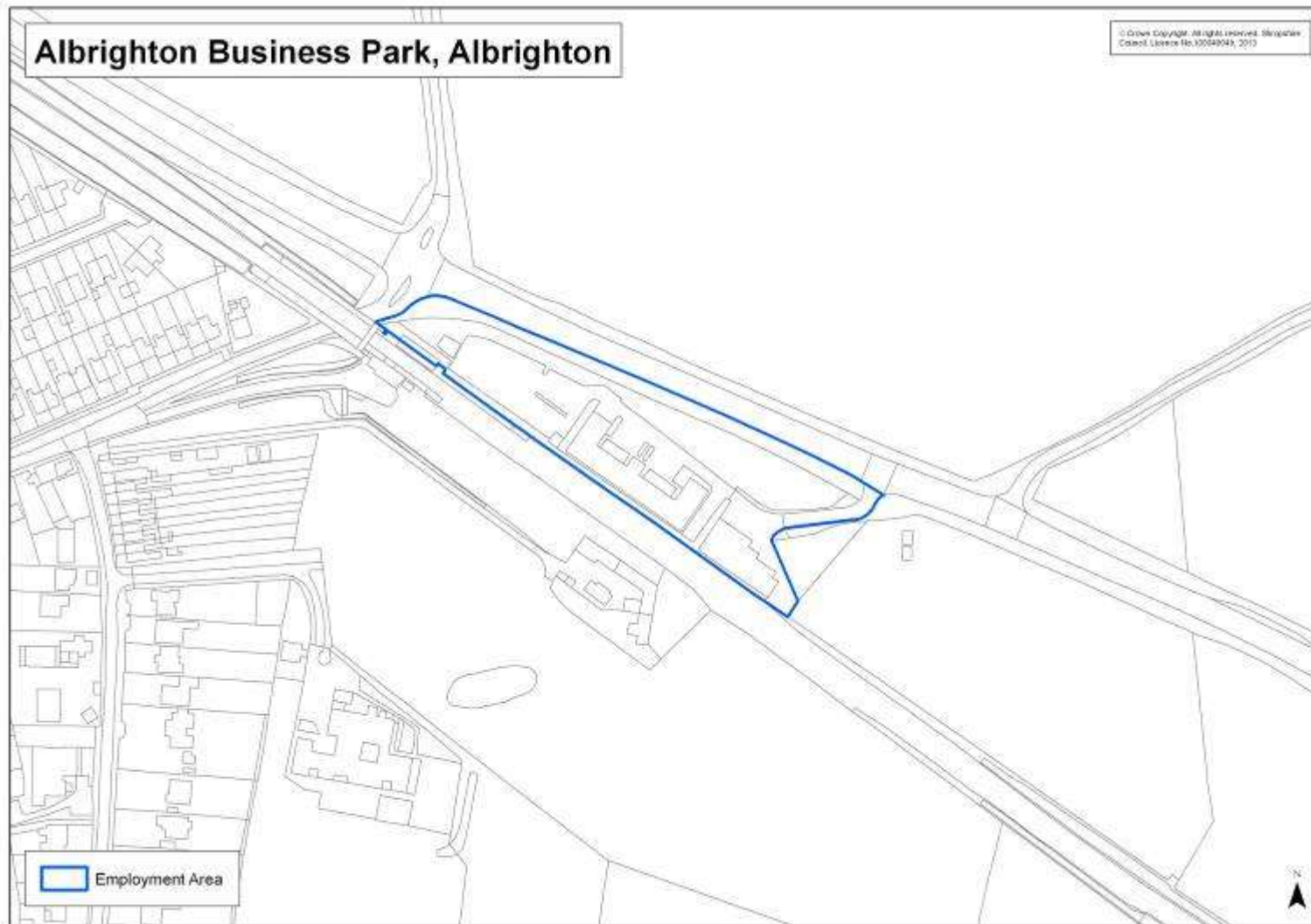
Future Role

**Established/Potential Office Location
Incubator/SME Cluster Site**

A serviced office and incubation facility serving Albrighton and the surrounding rural catchment area.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|--|----|
| Address | | Category to link LA policy description | |
| Faraday Drive Bridgnorth WV15 5BA | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: B/C | |
| Local, edge of settlement industrial estate, with prominent frontage on the A458 Stourbridge Road, within a mixed use area. The industrial estate comprises larger industrial properties (occupied by Ruskin Air Management and Veolia Environmental Services) on the A458 frontage along with a range of workshops and serviced offices to the rear. | | Characteristics* Critical mass: Good Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 32 | Vacant | 1 |
| | | Occupancy Rate, percent | 97 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | 21 |
| | | New 2000+ | 11 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 21 |
| | | Good | 11 |
| Area Size, ha | 6.28 | | |
| Key Companies / Employers | | | |
| Veolia Environmental Services Ruskin Air Management Filtermist International HIPC Europe JMD | | | |
| Development Opportunities | | | |
| One 0.61 ha brownfield development plot remains on Faraday Drive (Employment Site LB2006/00004: Faraday Drive (East)). The southern portion of the site (around 0.40 ha) is owned by HIPC Europe and will be retained by that company for its own uses. The northern plot (0.21 ha) is in private ownership and potentially available for development. The site is adjacent to Green Belt land. | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network | | | |

- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. The small size and industrial nature of the area make it unsuitable for such uses. Additionally, there are plans for a foodstore on land to the immediate south
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of those businesses to Bridgnorth should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the employer to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None

Future Role

**General Business/Industrial Areas
Established or Potential Office Location**

Local employment area serving Bridgnorth and East Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|------------|--|-------------|
| Address | | Category to link LA policy description | |
| Stanley Lane Bridgnorth WV16 4SF | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Small, peripheral employment area, located off the B4373 route into Bridgnorth Town Centre, in a mixed greenfield and residential area. The area comprises modern offices for Shropshire Council (Canter Brook), a scheme of budget workshops and a larger property in motor retail use. | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Average Environment: Good | |
| Total Number of Units | 22 | Vacant | 3 |
| | | Occupancy Rate, percent | 86 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, c)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 18 | 90-2000 3 | New 2000+ 1 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average 21 | Good 1 |
| Area Size, ha | 2.03 | | |
| Key Companies / Employers | | | |
| Shropshire Council | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | 0.29 | | |
| Recommendations: | | | |
| <p>Policy Guidance**:</p> <p>A safeguarding policy should provide this site with the following degree of protection:</p> <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. David Dexters Car Sales already operate from a large unit in the east of the areas • Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The small size and industrial nature of the area makes it unsuitable for such uses. Also the development of retail at this location would compete with Bridgnorth Town Centre, some 300 metres to the south. | | | |

Remodelling Guidance:

Land in the east of the area (Site A – 0.29 ha) appears largely vacant (was previously in use as a depot for Veolia Environmental Services) and represents an expansion opportunity for this employment area. The site is separated from housing to the east by a section of greenfield land.

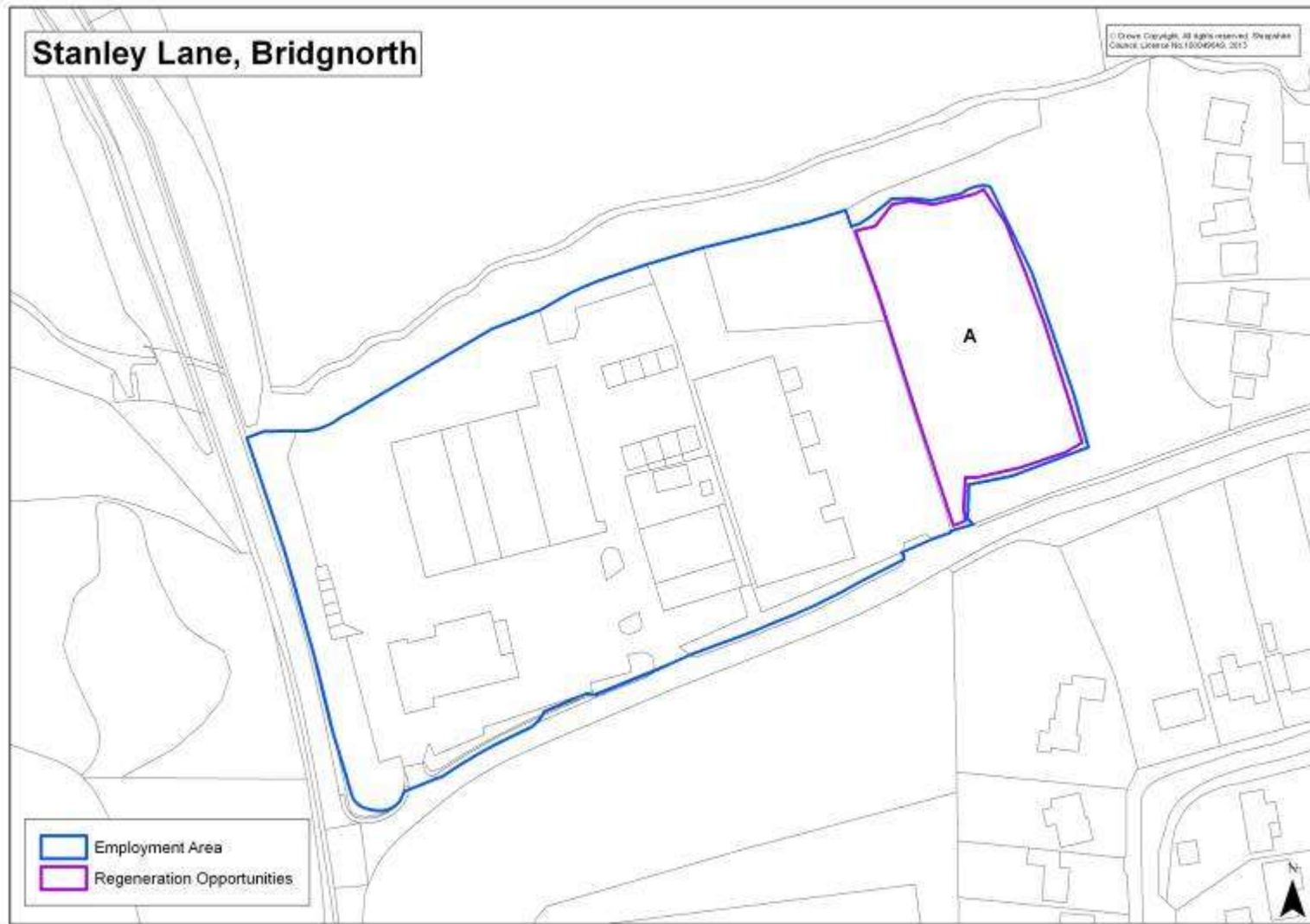
Future Role

General Business/Industrial Areas

Local employment area, a key source of budget workshop units and storage space in Bridgnorth.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|--|-----------|
| Address | | Category to link LA policy description | |
| Bridgnorth Aluminium Old Worcester Road Bridgnorth WV15 6AU | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: B | |
| Major aluminium processing and rolling plant, with associated support facilities and three separate industrial units, prominently located off the A458 Stourbridge Road in the south east of Bridgnorth. | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 16 | Vacant | 0 |
| | | Occupancy Rate, percent 100 | |
| Predominant Use Class (B1, B2, B8) | | B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 12 | 4 | |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | 17.21 | 16 | |
| Area Size, ha | | | |
| Key Companies / Employers | | | |
| Bridgnorth Aluminium Moneta Packaging (formally Discovery Foils) SNG Barratt Craven Dunnill | | | |
| Development Opportunities | | | |
| Land to the east of the existing employment area boundary, fronting Old Worcester Road, is proposed as a waste site in the SAMDev (Ref. W039 – 1.40 ha). | | | |
| Bridgnorth Aluminium has full planning permission for a 3,000 sqm extension to the existing cast house building (App. No. 12/01183/FUL) on 0.32 ha, in the north west of their facility. | | | |
| Additional minor planning permission would, if implemented, deliver a further 850 sqm of B8 space on 0.29 ha of land. | | | |
| Employment Site BR1992/00598 and BR1993/00463 (Chartwell Business Park, Stourbridge Road – 5.61 ha) is also located on land to the east of the existing employment area boundary (overlapping with W039), extending from Stourbridge Road south to Old Worcester Road. The western part of this site, owned by Hickman Stanmore, has full planning permission (renewed in 2012 – 12/02183/FUL) for 1,348 sqm of B8 warehouse/retail space along with a 1,666 sqm (gross) foodstore. Delivery of this space is dependant on securing an occupier for the foodstore and the owner is in negotiations with a foodstore operator. The eastern part of this site is owned by the Homes and Communities Agency who are in negotiations to sell the land to a (confidential) private owner. | | | |

Regeneration Opportunities -
(size, ha)

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Employment Site BR1992/00598 and BR1993/00463

- Any employment uses developed on this site should be included in the Employment Area boundary
- The site has permission for a food retail store. However, stakeholders argue that Bridgnorth lacks a forward supply of employment land. For this reason further retail (or other non B-Class employment) proposals should be discouraged at this location.

Bridgnorth Aluminium/Moneta Packaging

- Moneta Packaging is in a period of transition (discussed below). This may lead to the release of employment land and property. Any land/premises that does become available should be retained for B class uses (B1 (a, b, c), B2, B8) to protect the integrity of the wider aluminium processing facility
- Protection of key occupiers – The area is occupied by key employers (highlighted above) who make a significant economic contribution the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Bridgnorth should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

Land North of Old Worcester Road

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The small size and industrial nature of the area makes it unsuitable for such uses. Also the development of retail at this location would compete with Bridgnorth Town Centre to the north west.

Remodelling Guidance:

The Alcan Site is occupied by Discovery Foils (previously Novelis), who were taken over by Slovakia based Moneta Group in summer 2013. It has not been possible to contact Moneta as part of this study, however, it is expected that the company will reduce operations on the Alcan Site (the number of staff employed has already decreased from 83 at the start of 2013 to 59 today). Over the medium and long term this may free up land and property for other purposes.

Neighbouring Bridgnorth Aluminium expect to retain all land and property within its site for the company's own use. Development and redevelopment plans are in place for the unused land and property north of Old Worcester Road.

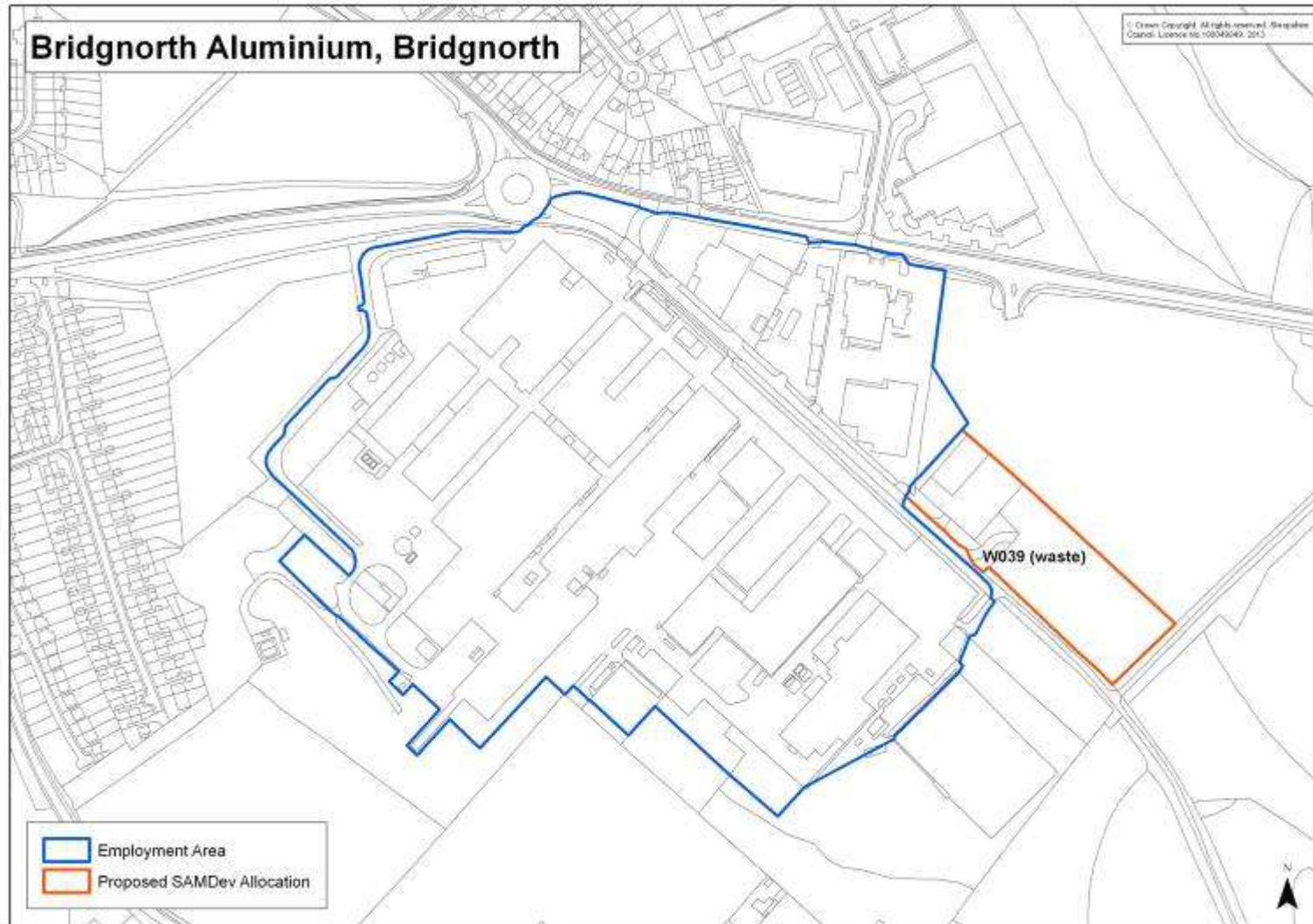
Future Role

General Business/Industrial Area
Heavy/Specialist Industrial Site
Sites for Specific Occupiers
Recycling/Environmental Industries Site

A major aluminium processing plant, with expansion plans plus with a range of ancillary facilities. Land to the north includes a substantial employment site which provides options for the provision of further B-Class employment uses in Bridgnorth, albeit alongside retail options.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---|---|--|
| Address | | Category to link LA policy description | |
| Stanmore Industrial Estate Off A454 Bridgnorth WV15 5HP | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: A | |
| Former MoD facility, now converted as a large rural industrial estate, located off the A454/A458 eastern approaches into Bridgnorth. Access to the estate, from the A454, passes through Stanmore Country Park, which bounds the area to the west. The industrial estate comprises major manufacturing facilities for Granger and Worrell and Coram Showers along with a range of terraced industrial/warehouse units, providing 60,387 sqm of employment floorspace in total. | | Characteristics* Critical mass: Good Accessibility: Average Prominence: Poor Environment: Good | |
| Total Number of Units | 19 (space can be sub-divided in a variety of ways) | Vacant | 1 Occupancy Rate, percent 95 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, b ,c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 12 | 1945-90 | 3 |
| 90-2000 | 3 | New 2000+ | 1 |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | |
| | | Average | 18 |
| | | Good | 1 |
| Area Size, ha | | 18.14 | |
| Key Companies / Employers | | | |
| Granger and Worrell Coram Showers Kumho Tyres | | | |
| Development Opportunities | | | |
| 2.84 ha of land remains undeveloped within the estate boundary (Employment Land Study Ref. LB2004/00013: Stanmore Industrial Estate, Stanmore), in two plots. The western plot, south of Granger and Worrell, is proposed for car parking and some 1,858 sqm of new industrial space. The eastern plot, which presently comprises grassland, parking and a vacant café; will be developed for expanded car parking, a new café and up to 3,716 sqm of new industrial space. No timetable has been set for bringing this forward. | | | |
| Regeneration Opportunities (size, ha) | | - | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Several motor trade/trade counter businesses already operate in the area
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The industrial nature and out of town location of the area estate make it unsuitable for such uses
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of those businesses to Bridgnorth should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the employer to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

Apart from the two plots identified above the estate is fully developed. Further expansion of the area would not be possible without encroaching on surrounding Green Belt land.

The estate owners (Hickman Stanmore) have an ongoing programme of refurbishment which is in the process of upgrading properties across the eastern portions of the estate. Hickman Stanmore is also in discussions with Shropshire Council about improving the access road as passes through Stanmore Country Park (which is under Council ownership).

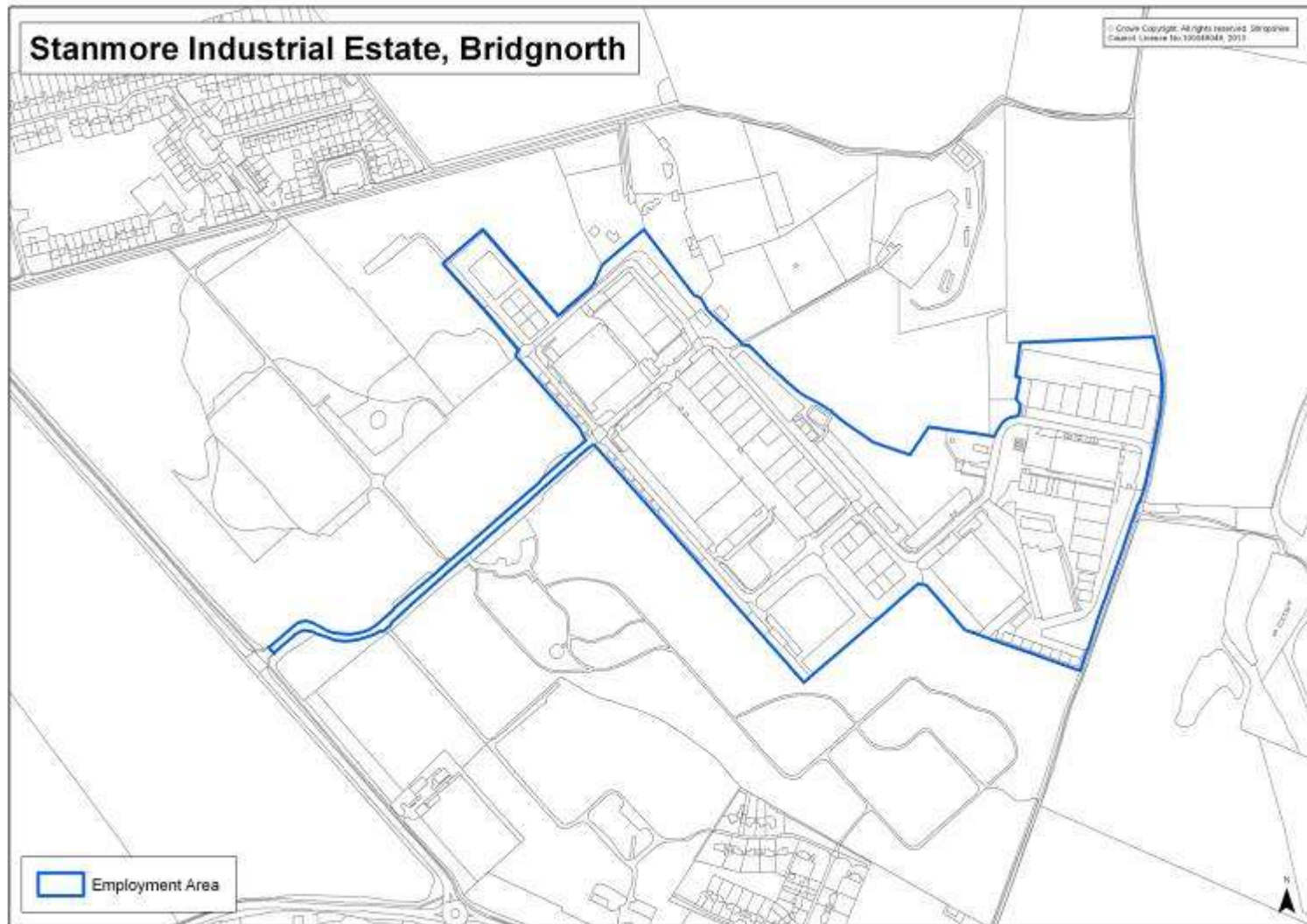
Future Role

**General Industrial/Business Area
Established/Potential Office Location**

Strategic business park serving much of southern and eastern Shropshire. The estate has a catchment area which extends to the margins of Kidderminster, Hereford, Shrewsbury and Telford. The estate already has a good mix of industrial and logistics property, including accommodation for several major occupiers, while the estate owners have a range of plans for improvement and expansion.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------|---|-----------|
| Address | | Category to link LA policy description | |
| Employment Area Cockshutt Lane Broseley TF12 5JA | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C | |
| Small industrial area within Broseley, surrounded by a mixture of woodland and low density housing. The area comprises a major manufacturing facility for Syspal, two frontage properties in trade use, and a vacant backland yard. | | Characteristics* Critical mass: Poor Accessibility: Average Prominence: Average Environment: Average | |
| Total Number of Units | 4 | Vacant | 1 |
| | | Occupancy Rate, percent | 75 |
| Predominant Use Class (B1, B2, B8) | | B1 (c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 3 | 1 | |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | | 3 | 1 |
| Area Size, ha | 3.57 | | |
| Key Companies / Employers | | | |
| Syspal | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | 0.90 | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Hills DIY and Just Service motor garage already operate on the road frontage • Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The industrial nature of the area makes it unsuitable for such uses. Also the development of retail at this location would compete with Broseley Town Centre, some 500 metres to the south | | | |

- Protection of key occupiers – The area contains a key employer (highlighted above) who makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Broseley should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the employer to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

The former Oakely Arnold Scrap Yard (Site A – 0.90 ha) is vacant and on the market. However, the backland nature of this yard will limit its attractiveness as a potential development site.

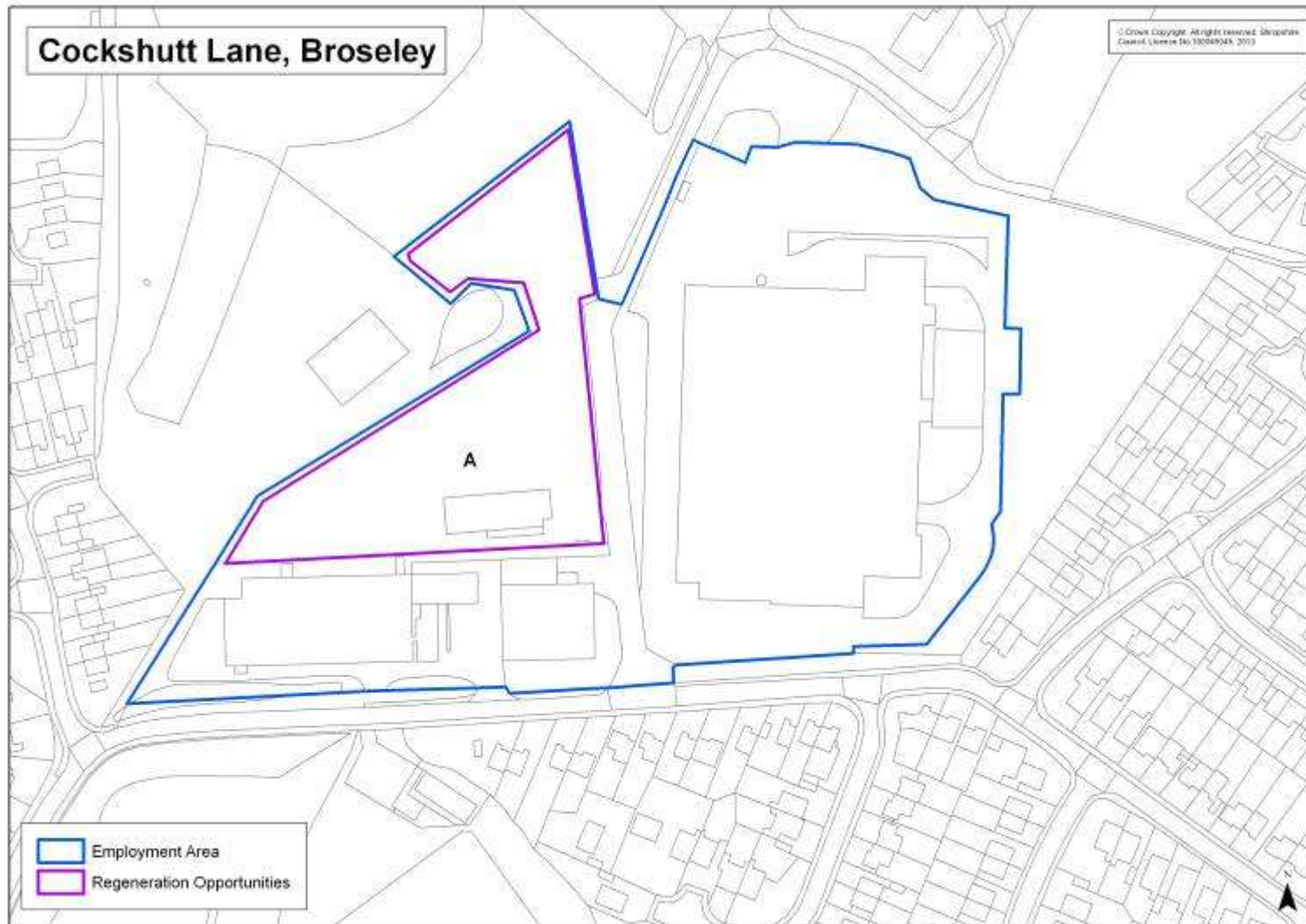
Future Role

**Sites for Specific Occupiers
General Business/Industrial Area**

Site for a major local manufacturing business, with three small industrial units (most in trade use) adjacent.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|---|-----------|
| Address | | Category to link LA policy description | |
| Employment Area Calcutts Road Broseley TF8 7LE | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: D | |
| Three dispersed industrial sites, with constrained access, in an area of woodland/low density housing within the Severn Valley. One site is occupied by a small steel rolling mill while the others comprise underused/vacant land and low quality storage buildings. | | Characteristics* Critical mass: Poor Accessibility: Poor Prominence: Poor Environment: Average | |
| Total Number of Units | 3 | Vacant | 1 |
| | | Occupancy Rate, percent | 67 |
| Predominant Use Class (B1, B2, B8) | | B1 (c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 3 | 90-2000 |
| | | | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | 2 | Average 1 |
| | | | Good |
| Area Size, ha | | 2.38 | |
| Key Companies / Employers | | | |
| Steelmart International | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | 1.66 | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <p><i>Sites A and B</i></p> <ul style="list-style-type: none"> Two of the three sites (Site A – 1.01 ha and Site B – 0.65 ha) are underused and delivering only limited economic value at present. Site A, which partly fronts Calcutts Road, represents a good redevelopment opportunity. The size, location (close to housing) and characteristics of the site (i.e. constrained access) may mean that a development for alternative uses could provide greater benefit to the local community, in terms of addressing local needs, than if the land was retained solely in employment use. Subject to site conditions and access constraints, acceptable non-employment uses may include housing and D1 non-residential institutions. Uses such as A1-A2 retail, A3-A4 hot food and D2 assembly and leisure would not be acceptable, given the access constraints and location of this site | | | |

- Site B is in a backland location, accessed by a narrow and steeply sloping road. This site is not suitable for anything other than B1(c), B2, B8 employment.

Steelmart International

- The remaining site, occupied by Steelmart International, continues contains an operational steel rolling mill which is of high economic value. Shropshire Council should therefore seek the retention of this property in B2 use, if the other sites are redeveloped
- If an applicant does propose this redevelopment for non-employment uses then they should be required to demonstrate that real effort has been undertaken to secure alternative employment uses, and that consideration has been given to current market trends and future land needs in the location
- Schemes for the refurbishment, expansion or general improvement of these properties, which do not involve a change of use, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

Two of the three sites (Site A – 1.01 ha and Site B – 0.65 ha) appear largely vacant or in limited storage use. Site A, which partly fronts Calcutts Road, represents a redevelopment opportunity. Site B is in a backland location and is likely to be of only limited interest to developers and occupiers.

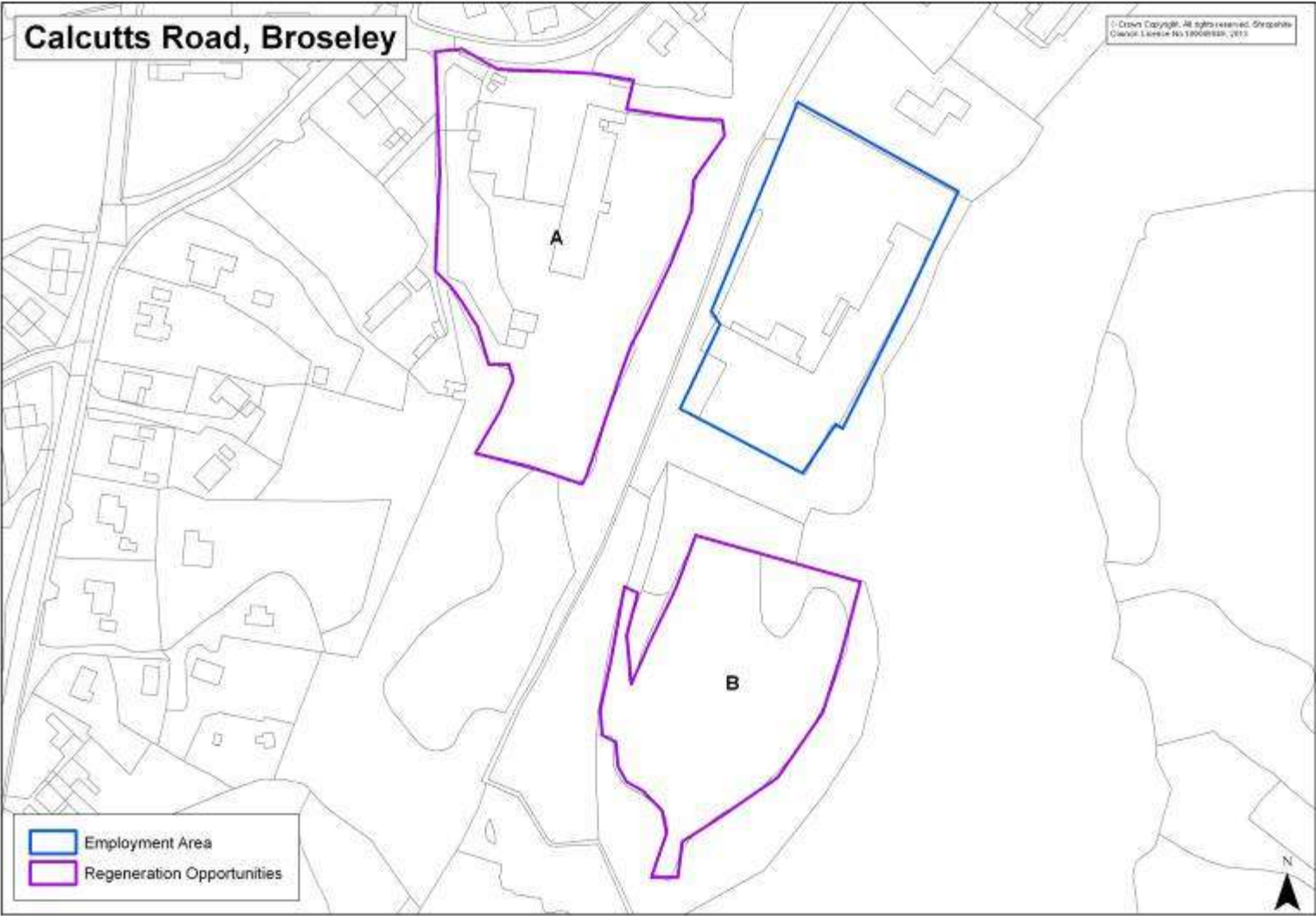
Future Role

General Business/Industrial Areas

Dispersed local employment area, comprising three sites, two of which are regeneration opportunities.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|----|--|----|
| Address | | Category to link LA policy description | |
| Shifnal Industrial Estate Lamledge Lane Shifnal TF11 8SD | | Core Strategy: CS2, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Historic, rural industrial estate comprising two large occupiers (J N Bentley and Young Options College) and an area of budget quality workshops, and yards, with constrained access. | | Characteristics* Critical mass: Good Accessibility: Poor Prominence: Poor Environment: Poor | |
| Total Number of Units | 25 | Vacant | 1 |
| | | Occupancy Rate, percent | 96 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 13 | 1945-90 | 8 |
| 90-2000 | 2 | New 2000+ | 2 |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | 17 |
| | | Average | 3 |
| | | Good | 3 |
| Area Size, ha | | 11.35 | |
| Key Companies / Employers | | | |
| J N Bentley Robert Harrop Designs Young Options College | | | |
| Development Opportunities | | | |
| None. | | | |
| Regeneration Opportunities (size, ha) | | - | |

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Young Options College

- The College is a D1 education facility. This should be recognised in planning policy.

Other Land and Property

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- The area already has a number of waste recycling facilities concentrated in a relatively small, dense location. Stakeholder engagement suggests that this type of use may be having negative impacts on the quality and amenity of the industrial estate. Applications for new waste facilities or continuing operations at this location should be considered in relation to their safe operation within the estate and their impacts on the amenity of neighbouring uses
- Retail (A1-A2), food (A3-A4); non-residential institutions (D1) and other non-employment uses (including car showrooms, tyre and exhaust centres, or trade counters) should not generally be supported. The estate is not an appropriate environment for most non-employment uses. In any application for a non-employment use, applicants should be required to demonstrate why there proposal is appropriate in this industrial environment and why the activity cannot be undertaken in land allocated elsewhere for such a purposes
- Protection of key occupiers – The area contains a small number of key employers (highlighted above) who make a significant contribution to Shifnal (and the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shifnal should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shifnal or Shropshire should be supported (subject to the other policy guidance made here and existing planning policy)
- Proposals to refurbish property within the estate should (subject to the other policy guidance made here and existing planning policy) be supported. Selective redevelopment of existing units may also be acceptable, particularly as there appear to be no viable development sites (discussed below)
- Proposals to improve estate infrastructure and services should also be encouraged.

Remodelling Guidance:

Access to the site is constrained, both by the narrow access road (south of Young Options College) and by the fact that much of the circulation space around the workshops is unsurfaced and potholed. One of the major landowners (UK Isles) has indicated that it intends to implement an investment and improvement programme with the co-operation of other landowners and the occupiers along the route of the access road through the estate. This improvement programme will involve resurfacing shared spaces and adding footpaths, where possible, along the constrained route of the carriage way.

Most land and property in the estate is in use. Although there is undeveloped land in the north of the estate, consultations with landowners indicate that none of these sites are available:

- Land to the south of the Young Options College site. To be retained for the development of a teaching block
- Greenfield land, east of Young Options College and north of Shropshire BMW Parts/Pit Stop Cafe. Land is owned by Young Options College who have planning permission for sports pitches
- Cleared land to the west of J N Bentley, partly in use for aggregate storage. Land to be held for the expansion of that occupier.

Those occupiers and owners that contributed to this study highlighted a need for improvements in estate management. They expressed concern over several issues, including crime and security and the need for businesses on the industrial estate to fulfil the requirements of their operators' licences. Consultees to this study stressed the need for public bodies to support an improvement in the environmental quality of the estate.

To address these concerns, it is recommended that Shropshire Council take the lead in creating a management committee for the estate. Such a committee should comprise a mix of local businesses and landowners, along with representatives of relevant public sector organisations. The committee should seek to resolve conflicts between occupiers and bring genuine violations of legislation, licensing and planning permissions to the attention of the relevant enforcement body. The committee should look at how physical conditions (including security) can be improved, seeking any sources of investment which could be used to finance regeneration.

Future Role

General Industrial/Business Area.

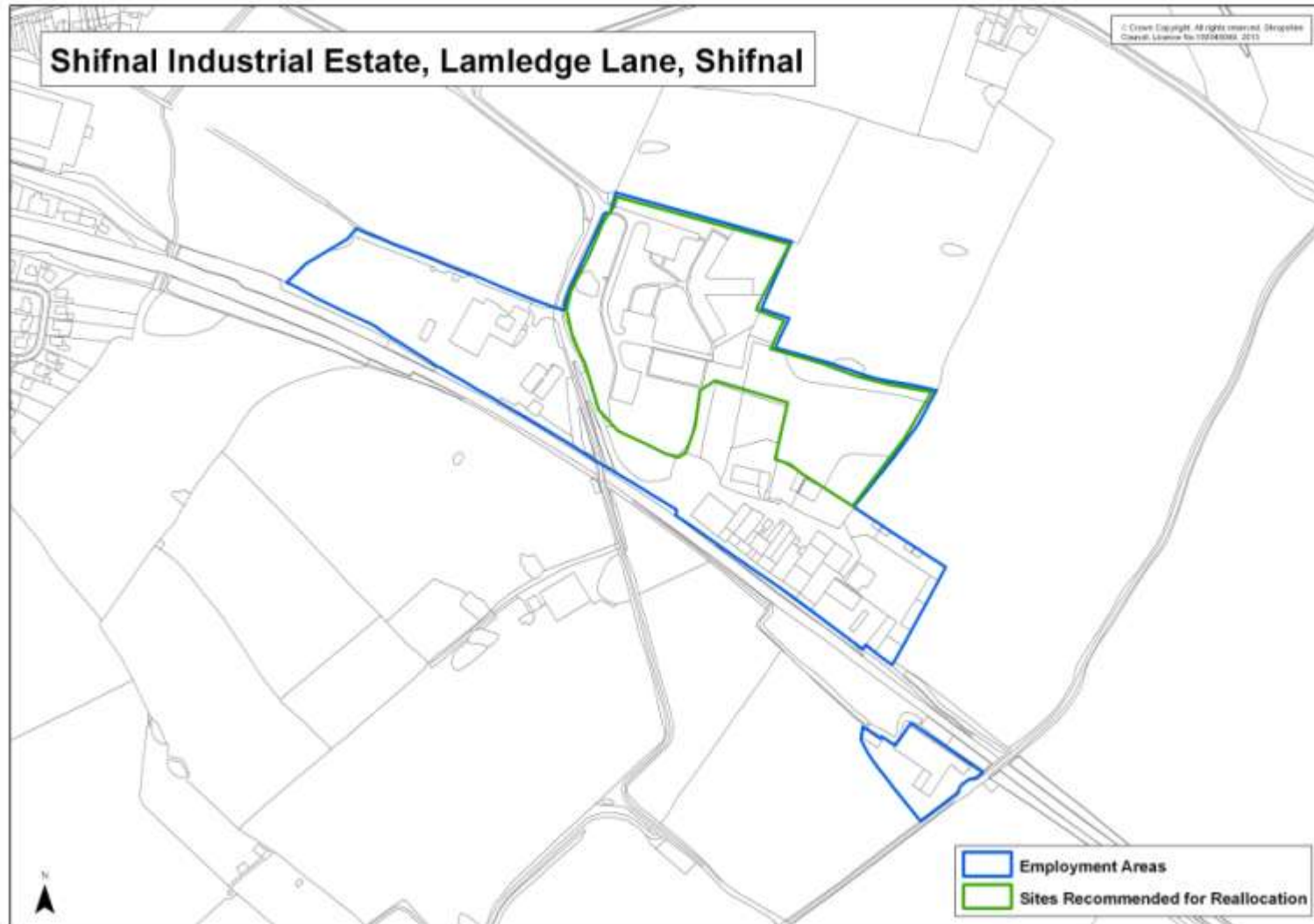
Despite the low quality of much of the workshop premises, the buildings are well occupied and the estate continues to serve an important role in providing accommodation to local micro businesses and larger firms. One of the major owners has plans to improve shared spaces within the estate while another occupier has expansion proposals which would see the delivery of workshop / warehouse accommodation, along with a small visitor centre.

If the views of stakeholders who contributed to the study are correct, then a short term priority is to strengthen management of the estate.

Young Options College is an education facility in D1 non-residential use. It is recommended that the College (and associated expansion land) be reallocated for this use.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



Appendix 1 - South Spatial Zone Strategic Sites and Employment Areas

| | | | |
|---|---------|--|------------------------|
| Address | | Category to link LA policy description | |
| Long Mynd and Crossways Business Park Off A49 Crossways Church Stretton SY6 6EA | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C | |
| Local industrial estate prominently located in the centre of Church Stretton, between the A49 and Church Stretton Railway Station. The estate comprises a group of older industrial units at the estate entrance, most in motor trade use, with more modern industrial properties to the south. Station parking, for both coaches and cars, is also within the estate. The estate is fronted by a petrol filling station. | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 24 | Vacant | 5 |
| | | Occupancy Rate, percent | 79 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 13 | 90-2000 11 New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 24 Good |
| Area Size, ha | 2.20 | | |
| Key Companies / Employers | | | |
| Long Mynd Service Station Church Stretton Motorcycles Ray Horton Animal Feeds | | | |
| Development Opportunities | | | |
| Various minor planning applications will deliver a further 174 sqm of new or extended B1/B2 business space, on 0.04 ha, if brought forward. | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <p style="margin-left: 40px;"><i>Station Car and Coach Parking</i></p> <ul style="list-style-type: none"> • Parking for Church Stretton Railway Station (and an associated coach park) is presently included within the Employment Area. The boundary needs to be adjusted to exclude this land. | | | |

Other Land

- Elsewhere, applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the reality that many of the units in the north of the estate are already in motor trade/car repair uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment or impact on retail trade elsewhere in Church Stretton Town Centre.

Remodelling Guidance:

None. Estate is fully developed and tightly bounded by other uses.

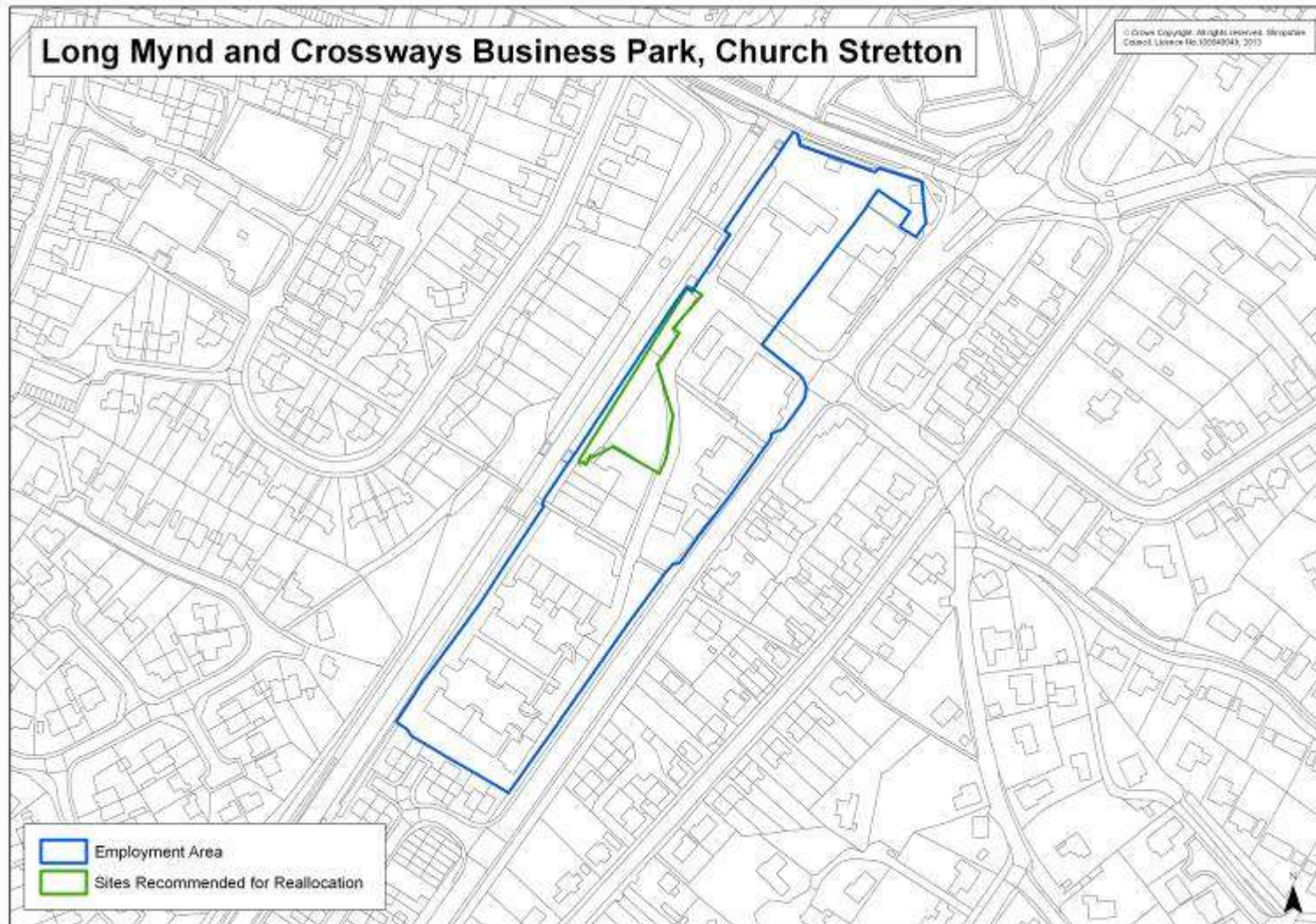
Future Role

General Business/Industrial Area

Prominent local industrial estate, serving Church Stretton and a large rural catchment area.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|-------|--|----|
| Address Love Lane Industrial Estate A488 Love Lane Bishop's Castle SY9 5AQ | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Low density, edge of settlement industrial estate. The east, fronting Love Lane, is dominated by a large sawmill and open storage for Charles Ransford and Son. Land to the west, fronting Schoolhouse Lane, comprises smaller workshop accommodation in a primarily residential area. | | Total Grade: C | |
| | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 30 | Vacant | 3 |
| | | Occupancy Rate, percent | |
| | | 90 | |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 3 | 1945-90 | 26 |
| | | 90-2000 | 1 |
| | | New 2000+ | 1 |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | 2 |
| | | Average | 27 |
| | | Good | 1 |
| Area Size, ha | 10.28 | | |
| Key Companies / Employers Charles Ransford and Son | | | |
| Development Opportunities None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses. • Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network | | | |

- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment or impact on retail trade elsewhere in Bishop's Castle
- Protection of key occupiers – The area contains a key employer (highlighted above) who makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Bishop's Castle should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the employer to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None. Estate is fully developed, with open land in the east in use for timber storage by Charles Ransford and Son.

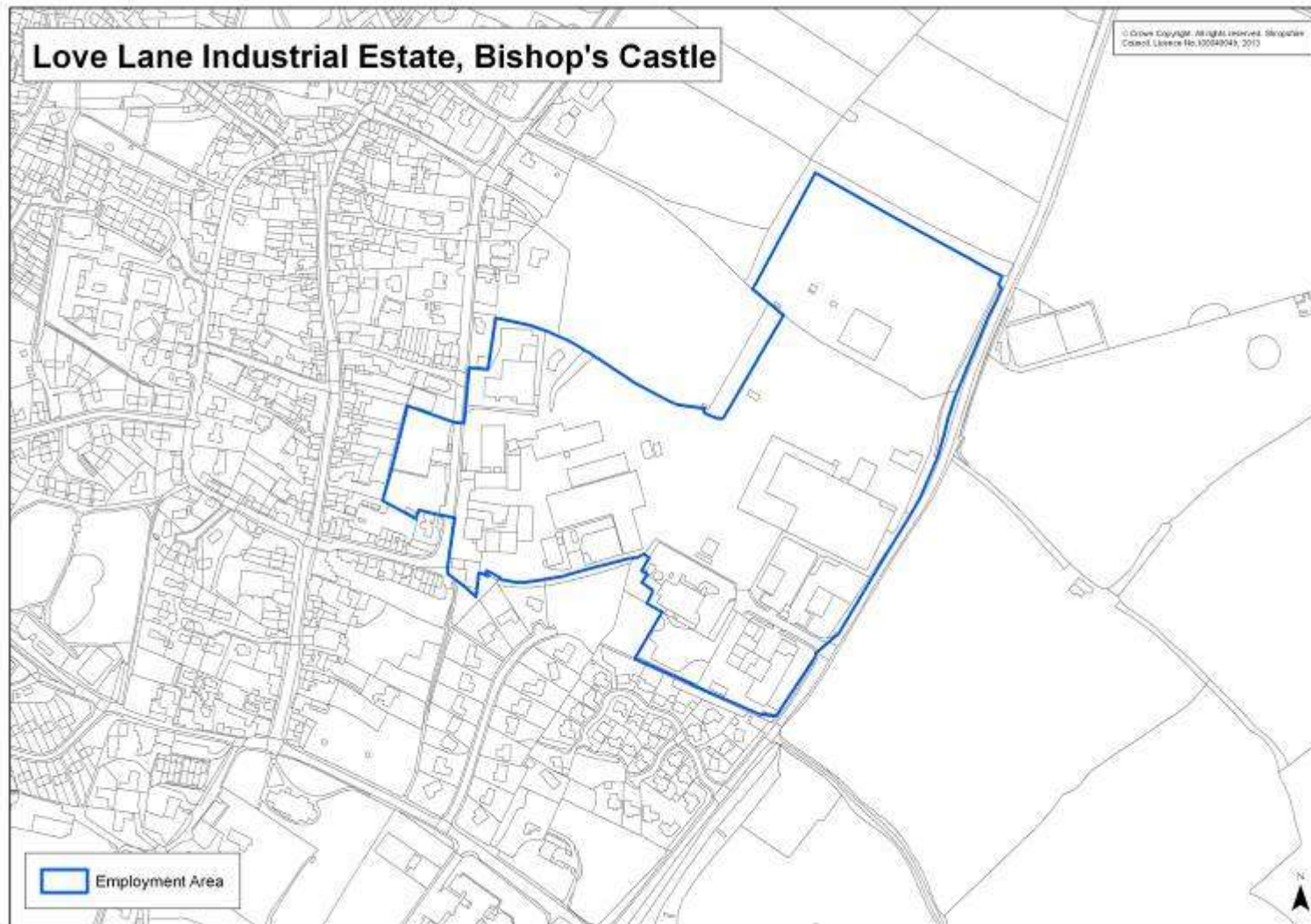
Future Role

General Business/Industrial Areas Sites for Specific Occupiers

Local industrial estate, serving Bishop's Castle and a large rural hinterland. The estate also offers a small multi-let office scheme, a largely unique product in south west Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|-----------------------|--|--------------|
| Address Drover's House and The Gateway The Auction Yard Dale Street/A49 Shrewsbury Road Craven Arms SY7 9BW/SY7 9BZ | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Two good quality office properties, centrally located in Craven Arms, and fronting the A49 Shrewsbury Road. The Gateway office complex accommodates Shropshire Council and local NHS departments along with a number of other public sector agencies. Drover's House is a purpose built, modern office block, with retail at ground floor level. | | Total Grade: C Characteristics* Critical mass: Good Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 20 (in two buildings) | Vacant | 0 |
| Occupancy Rate, percent | | 100 | |
| Predominant Use Class (B1, B2, B8) | | B1(a) (plus five A1 retail units at Drover's House) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ 20 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good 20 |
| Area Size, ha | | 0.47 | |
| Key Companies / Employers Shropshire Housing South Shropshire Housing Association Total Response Shropshire Council Shropshire Primary Care Trust | | | |
| Development Opportunities None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Drover’s House is one of the largest multi-let office schemes in South Shropshire, while The Gateway is a significant focus for public sector employment in the south of the County. Proposals which would lead to the loss of these properties, or their conversion from B1 (a) office use should not be supported. Any such application must prove that (after significant market testing) there is no occupier interest in the property, that the buildings no longer meet modern office occupier needs and that a refurbishment to address the deficiencies of property is not economically viable
- Proposals for B(b) research and development uses may be appropriate, but only if it can be shown that the proposal will support and enhance the primary (B1(a) office) use of the buildings
- Proposals for industrial and warehouse (B1(c), B2, B8) uses would not be appropriate in this tightly defined, town centre location.
- Most non B class employment uses would not be acceptable at this location. A1 retail uses should not be extended beyond the five shops already trading in the ground floor of Drover’s House.
- Protection of key occupiers – The building contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business (or public sector organisation), third party applications which will result in the loss of that organisation to Craven Arms should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None. Area fully developed and surrounded by other town centre premises.

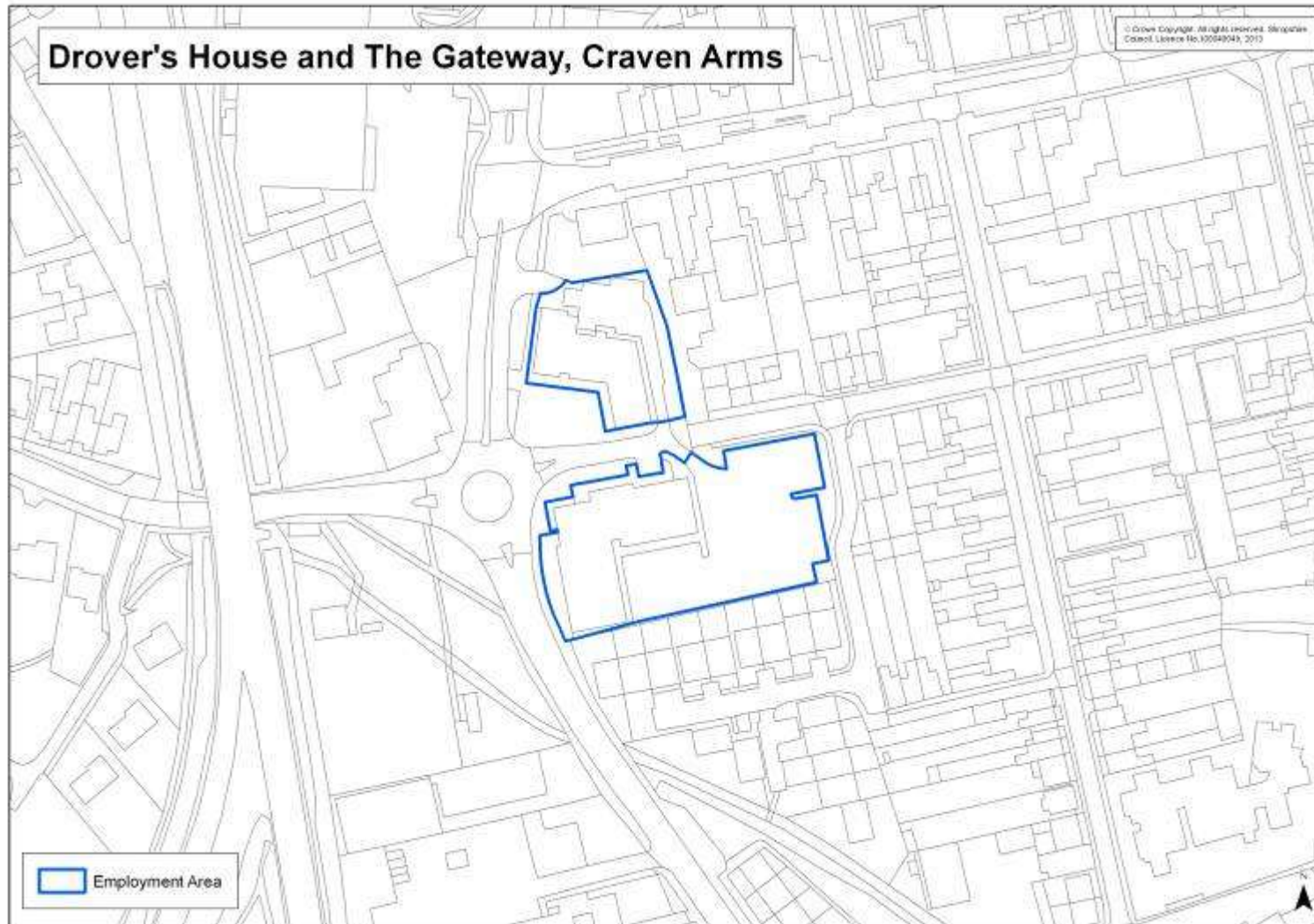
Future Role

Established or Potential Office Location

Modern office scheme, providing good quality office suites (and retail units) to private and public organisations from across South Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|-----------|---|-----------|
| Address Euro Quality Lambs/Morris Corfield Corvedale Road Craven Arms SY7 9PA/SY7 9PJ | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Older industrial premises, partly in specialist use as an abattoir, in a residential area on the eastern edge of Craven Arms. The buildings are occupied by two major local employers, Euro Quality Lambs and Morris Corfield. The area is bounded to the east by the River Onny with a small stream also passing through the Euro Quality Lambs site. | | Total Grade: D | |
| | | Characteristics* Critical mass: Poor Accessibility: Average Prominence: Average Environment: Average | |
| Total Number of Units | 3 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B2/B8 (Plus A1 butchers shop) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 3 | 90-2000 | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average 3 | Good |
| Area Size, ha | 1.17 | | |
| Key Companies / Employers Euro Quality Lambs Morris Corfield | | | |
| Development Opportunities None | | | |
| Regeneration Opportunities (size, ha) | 0.85 | | |

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Euro Quality Lambs

- As is discussed below, Euro Quality Lambs have an aspiration to relocate from their current site and sell the Corvedale Road properties, possibly for redevelopment to residential and/or retail uses. It is likely that Euro Quality Lambs will have to sell their site for such high value uses in order to fund the relocation. It is also unlikely that there will be much demand for the existing premises (which comprise older brick built units, configured for use as an abattoir) from other industrial occupiers. It is therefore recommended that (subject other planning considerations) Shropshire Council allow a change of use on this site, to appropriate non B class uses, to support the growth and expansion of one of Craven Arm's key employers. It is noted that the abattoir is identified as a possible housing site in Shropshire's 2009 SHLAA (Site CRAV022, capable of providing 25 homes).

Morris Corfield

- Any change of use on the Euro Quality Lambs site should not prejudice the adjacent operations of Morris Corfield, nor should it be considered a precedent for the change of use of any part of Morris Corfield's site. Morris Corfield has indicated that it is happy with its current facilities and has no plans to expand or relocate. The Morris Corfield site should therefore be protected for its current use (the B8 storage and trade sale of agricultural machinery). Applications which would result in the loss of this employer to the area should not be supported
- Where an application would result in the permanent loss of this employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow Morris Corfield to grow within this employment area, or make a necessary relocation to another employment area within Shropshire should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

Euro Quality Lambs (Site A – 0.85 ha) have a long term and well documented aspiration to relocate to a larger site in the north of Craven Arms (Land at Newington Farm, A49 North, Employment Land Review Ref. 053 – 7.91 ha). The company's stated reasons for relocating are:

- The current site is poorly accessed and all HGVs have to be routed through the town centre. Corvedale Road is narrow and hard for drivers to find
- Euro Quality Lambs wish to significantly expand their operations, adding retail trade and packaging facilities. An additional 5 ha is required to provide these
- The older (1960s) brick buildings of Corvedale Road longer meet modern production needs
- The present site bounded by the River Onny which limits expansion and provides a modest flood risk.

Euro Quality Lambs would wish to relocate as soon as the Land at Newington Farm is adopted for employment uses in the SAMDev Plan. To finance this relocation, the company will have to sell its current site at a comparatively high value. It has had enquiries from one developer, looking to redevelop the Corvedale Road site for a mixture of housing and retail.

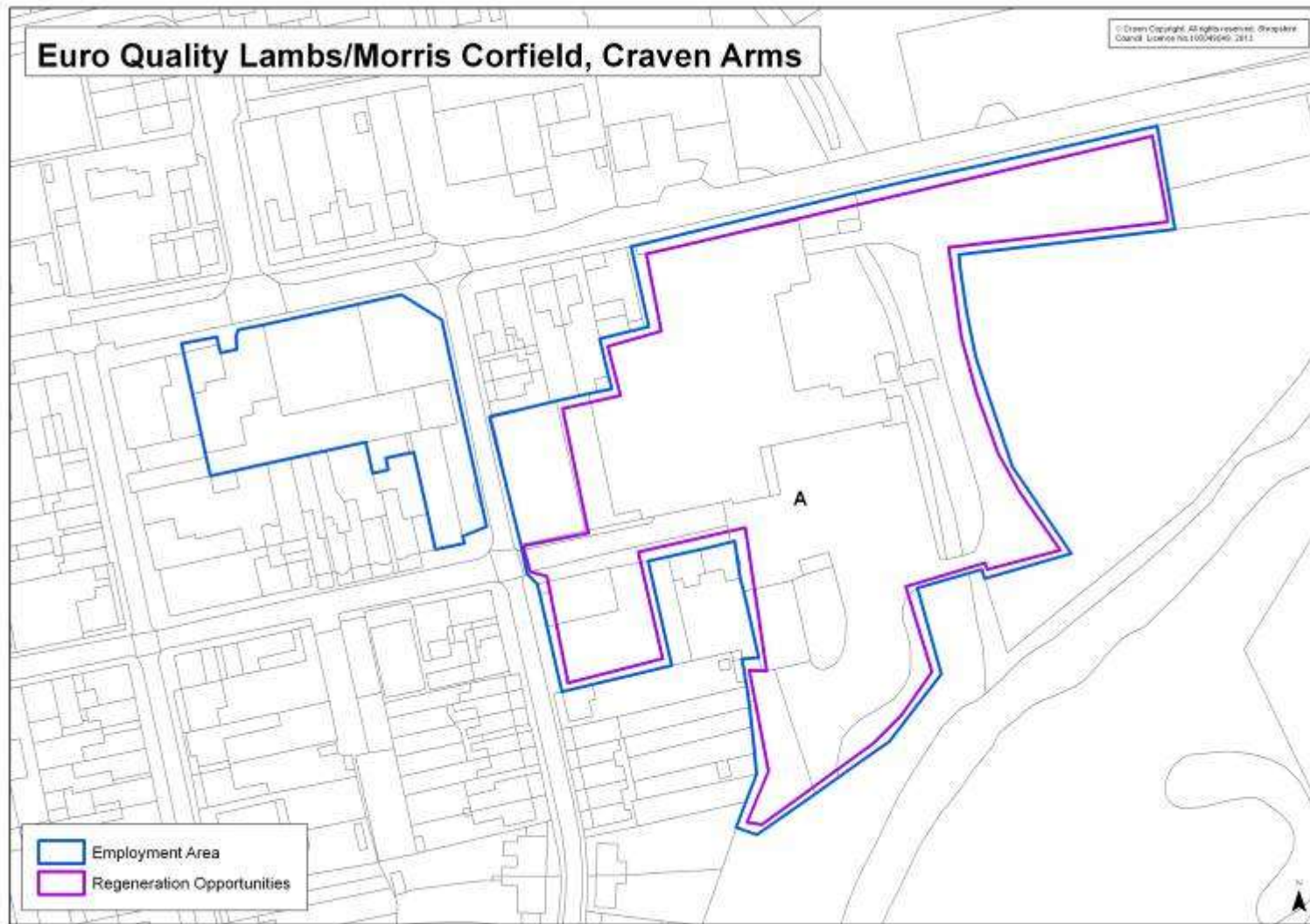
Future Role

Sites for Specific Occupiers

Operations for two major employers. Euro Quality Lambs' aspirations to relocate and expand, within Craven Arms, should be supported. This may require the change of use, of the company's current site, to finance the move and allow the viable reuse of the vacated land. Morris Corfield wish to remain on its current site, and its operations should be protected from any third party redevelopment proposals.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------|--|-----------|
| Address | | Category to link LA policy description | |
| Shrewsbury Road Industrial Estate A49 Shrewsbury Road/Long Lane Craven Arms SY7 9QQ | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Moderate quality, low density, linear employment area, comprising a number of larger industrial/warehouse units, prominently located on both sides of the A49 at the northern margin of Craven Arms. | | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 10 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 (plus a sui generis petrol filling station, and several houses and A1 shops) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 8 | 90-2000 2 |
| | | | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 10 |
| | | | Good |
| Area Size, ha | 4.15 | | |
| Key Companies / Employers | | | |
| Wynnstay Jacob Kennedy Grinding | | | |
| Development Opportunities | | | |
| There are two greenfield sites to the north, which are proposed for employment uses in the SAMDev: | | | |
| <ul style="list-style-type: none"> Land at Newington Farm, A49 North, Craven Arms. Employment Land Review Ref. 053 – 7.91 ha Land between A49 North and Rail Line, Long Lane, Craven Arms. Employment Land Review Ref. 055 – 3.00 ha. | | | |
| However, these sites are separated from Shrewsbury Road Industrial Estate by housing and/or the railway line. | | | |
| Regeneration Opportunities (size, ha) - | | | |

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Property at A49/Long Lane Junction and Petrol Filling Station

- Several retail/residential properties, at the A49/Long Lane junction, are included within the Employment Area, as is the Total petrol filling station on the A49 Shrewsbury Road. The boundary needs to be adjusted to exclude these premises from employment use. If the petrol station ceased operation then the site would be suitable (subject to other planning considerations) for B class use (B1 (a, b, c), B2, B8). Given its A49 frontage it could also be suitable for retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses. Residential uses should not generally be supported here as the location is surrounded by (and in full view of) a range of light industrial occupiers.

Other Land

- Elsewhere, applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the reality that a number of occupiers across the estate already undertake trade sales from their properties
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment or impact on retail trade elsewhere in Craven Arms.

Remodelling Guidance:

None. Estate is fully developed and bounded by other uses.

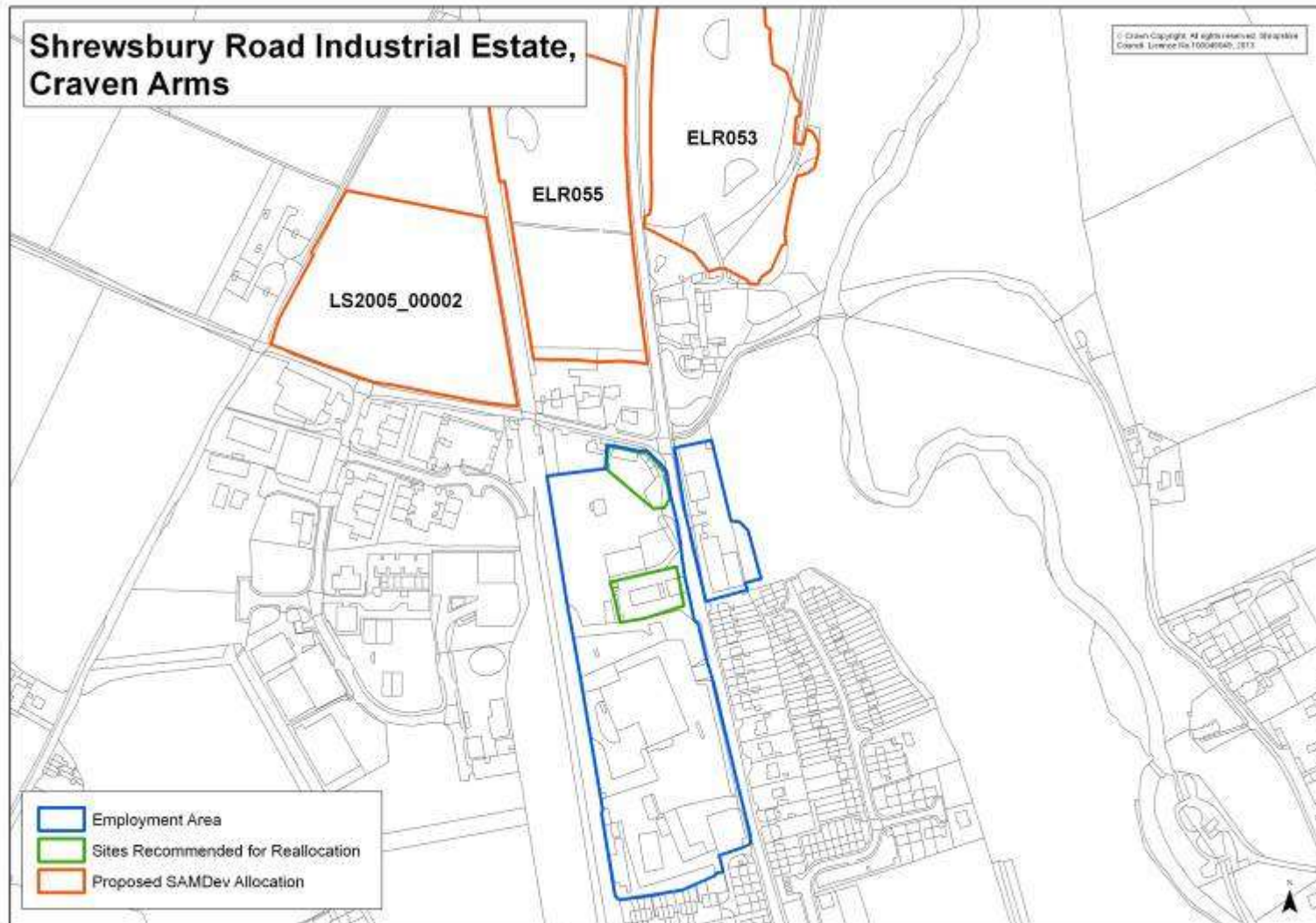
Future Role

General Business/Industrial Areas

Local industrial estate, serving Craven Arms and a large rural hinterland.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|-----------|--|-------------|
| Address Craven Arms Business Park Long Lane Craven Arms SY7 8NR | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9, MD14 | |
| Description Large local industrial estate, providing a mix of small workshops and larger industrial premises, including some new build accommodation. The estate sits in a backland location, separated from the A49 by a railway level crossing. | | Total Grade: C | |
| | | Characteristics* Critical mass: Good Accessibility: Average Prominence: Poor Environment: Average | |
| Total Number of Units | 27 | Vacant | 4 |
| | | Occupancy Rate, percent | 85 |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 2 | 90-2000 19 | New 2000+ 6 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average 21 | Good 6 |
| Area Size, ha | 8.60 | | |
| Key Companies / Employers Osprey Shropshire Council Argent Technologies WFS Border Royal Mail | | | |

Development Opportunities

There are four undeveloped employment sites in the Business Park:

- LS1998/00212: Land at Callow Hill Road – 0.18ha. This brownfield land is owned by PXP West Midlands who are expected to seek a suitable, higher value use situated close to the higher specification light workshops and Royal Mail yard within the estate and bounding the Network Rail sidings and the Shropshire Council depot and waste transfer station.
- LS1998/00212: Land at Long Lane Industrial Estate – 0.45 ha. This land is owned by Shropshire Council and may be put on the market in the medium or long term. Land to the east, formally part of this site, is now owned by Osprey which has full planning permission (App. No. 11/04309/FUL) to develop a 872 sqm B2 industrial unit on this 0.69 ha plot. The unit will be retained for the company’s own use
- SS2005/17420: Plot K, Long Lane Industrial Estate – 0.24 ha. This brownfield plot is located west of the Shropshire Council Highways Depot and forms part of the Craven Court industrial development scheme. Proposed for B1(c)/B8 uses, it is not clear when this site will be brought forward for development
- LS1998/00212: Land at Hopesay Hill Road – 0.5 ha. This greenfield site is situated on the outer southern edge of the business park and is owned by Shropshire Council. The site has offered some potential to facilitate emerging proposals for development on land to the south of the business park but is expected to be developed in response to increasing demand for development land within the business park.

Greenfield land, north of Long Lane, at ELR077 is also proposed for employment use in the SAMDev (North of Long Lane, Craven Arms. Employment Land Review, former allocation LS2005/00002 – 2.55 ha). This provides an opportunity to expand employment provision in this area. Property agents report good demand for industrial uses at Craven Arms Business Park and potential demand for additional units of 500-1,200 sqm.

Further greenfield land at ELR055 between the A49 and the rail line and ELR053 at Newington Farm are also proposed for employment use. ELR053 is expected to accommodate the relocation of the Euro Quality Lambs abattoir and ELR055 is expected to partially accommodate the proposed roundabout access from the A49 serving ELR053. ELR055 will also benefit from this proposed roundabout access and is expected to be developed to accommodate new or expanding local businesses to support continuing employment growth close to Craven Arms Business Park.

Various minor planning applications will deliver a further 348 sqm, on 0.09 ha, of new or extended B1 business space if brought forward.

Regeneration Opportunities 0.90
(size, ha)

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) should not generally be permitted at Craven Arms Business Park. Such uses are better suited for sites fronting the A49, as evidenced by the high proportion of trade occupiers at nearby Shrewsbury Road Industrial Estate
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment or impact on retail trade elsewhere in Craven Arms.

Remodelling Guidance:

In addition to the above employment sites there is a further undeveloped greenfield plot (Site A – 0.90 ha) within the existing Employment Area boundary which could be brought forward to meet future needs.

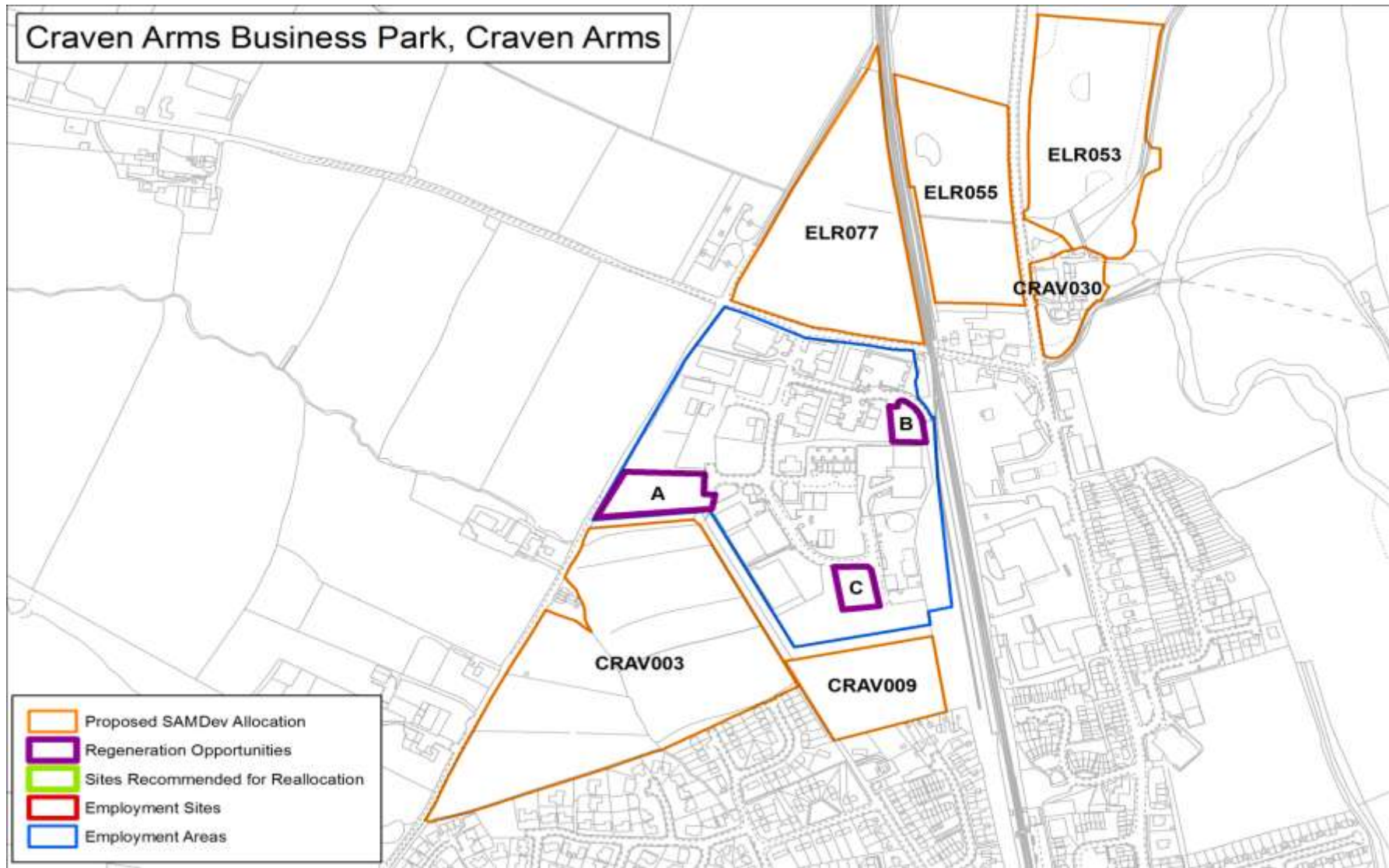
Future Role

General Business/Industrial Areas

Key industrial estate for Craven Arms the surrounding rural hinterland. Offers a good mix of small workshop (and office) units along with accommodation for larger businesses.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|------|---|-----|
| Address | | Category to link LA policy description | |
| Lloyds of Ludlow (and others) Station Drive Ludlow SY8 1DJ | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Backland haulage site, located to the rear of housing and supermarket retail, on the edge of Ludlow Town Centre and close to Ludlow Railway Station. Space within the area is now let to a number of small businesses and the Ludlow Brewery. | | Characteristics* Critical mass: Poor Accessibility: Poor Prominence: Poor Environment: Average | |
| Total Number of Units | 7 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 2 | 1945-90 | 5 |
| 90-2000 | | New 2000+ | |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | |
| | | Average | 6 |
| | | Good | 1 |
| Area Size, ha | 1.00 | | |
| Key Companies / Employers | | | |
| Lloyds of Ludlow | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should remain limited to the retail, drinking establishment and visitor facilities already available at Ludlow Brewery. Only the Brewery has the prominence to support a retail use, the remainder of this small area is in the backlands and poorly suited to providing service options | | | |

- Protection of key occupiers – The area contains a key employer (highlighted above) who makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Ludlow should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the employer to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None. Most of the site remains in use by Lloyds of Ludlow, which has no plans for change or relocation. Surplus land and property has now been let to five local businesses, plus Ludlow Brewery.

Widening of the Corve Street entrance is desirable, but could not be achieved without the demolition of adjacent residential properties.

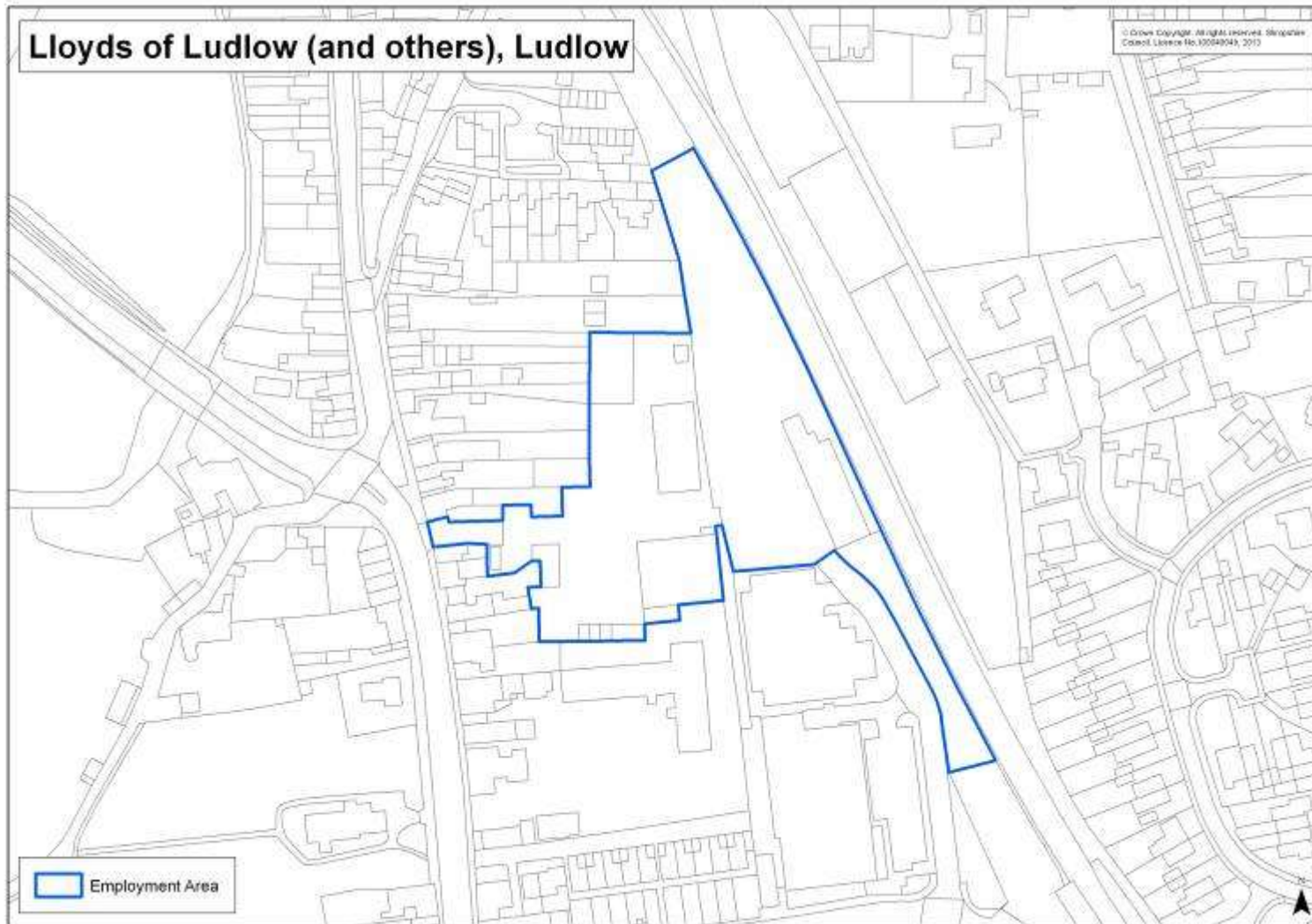
Future Role

General Business/Industrial Areas

Backland haulage yard, now providing budget workshop accommodation for a number of micro businesses. Also a local microbrewery which contributes to the visitor economy of Ludlow.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|-------------|--|-------------|
| Address | | Category to link LA policy description | |
| Burway Industrial Estate Bromfield Road Ludlow SY8 1EN | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Backland industrial site, providing budget quality office and workshop accommodation, located to the rear of a motor retail use, on the main route north from Ludlow Town Centre. | | Characteristics* Critical mass: Average Accessibility: Poor Prominence: Average Environment: Poor | |
| Total Number of Units | 9 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B8 (plus sui generis motor trade) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 9 | | |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | 2 | 7 | |
| Area Size, ha | 1.49 | | |
| Key Companies / Employers | | | |
| Ludlow Motors Loud Water Sunshine Radio | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses • Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The road frontage is in use for motor retail and the remainder of this small area is in the backlands and poorly suited to retail/service options. Should Ludlow Motors vacate the frontage plot then a non B-Class employment development may be considered, but only if the scale and nature of any proposal is appropriate for this modest roadside site. | | | |

Remodelling Guidance:

None. All land and property is in use, while the area is tightly bounded by adjacent housing and the railway line.

Widening, straightening and (in places) resurfacing of the access road through the estate is desirable. However, significant alterations to the road could not be achieved without the loss of land presently in use by Ludlow Motors for car sales.

Future Role

General Business/Industrial Areas

Backland employment site, providing budget quality accommodation to a diverse range of local micro businesses, with frontage land in use for motor retail use.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------|--|-----------|
| Address | | Category to link LA policy description | |
| Weeping Cross Lane Ludlow SY8 1JL | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: B/C | |
| Large area of industrial and storage premises, prominently located on the Weeping Cross Lane frontage, in a mostly residential area south east of the Town Centre. This area accommodates the manufacturing facilities for McConnel, east of Weeping Cross Lane, along with two groups of trade units to the west. | | Characteristics* Critical mass: Average Accessibility: Average Prominence: Average Environment: Average | |
| Total Number of Units | 9 | Vacant | 1 |
| | | Occupancy Rate, percent | 89 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 (plus Sui Generis motor trade) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 7 | 90-2000 2 |
| | | | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 9 |
| | | | Good |
| Area Size, ha | 5.38 | | |
| Key Companies / Employers | | | |
| McConnel | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <p><i>McConnel</i></p> <ul style="list-style-type: none"> Protection of key occupiers – The area is occupied by a key employer (highlighted above) which makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Ludlow should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former | | | |

- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Land West of Weeping Cross Lane

- Land and property west of Weeping Cross Lane is almost exclusively in use for B8 trade, car garages and Sui Generis motor retail
- However, the premises remain suitable for general B1(c), B2, B8 use if the activity proposed, and scale of that activity, is compatible with existing uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment or impact on retail trade of nearby Ludlow Town Centre
- There are additional backland industrial/trade premises in the south east of the area, to the rear of Countrywide and Brian Evans Car Sales (see the map). These premises are in use and should be included in the area boundary.

Remodelling Guidance:

None. Most land and property is in use, while the only underused sites are to the rear of existing units and lacking independent access. The Employment Area is tightly bounded by adjacent housing and the River Teme.

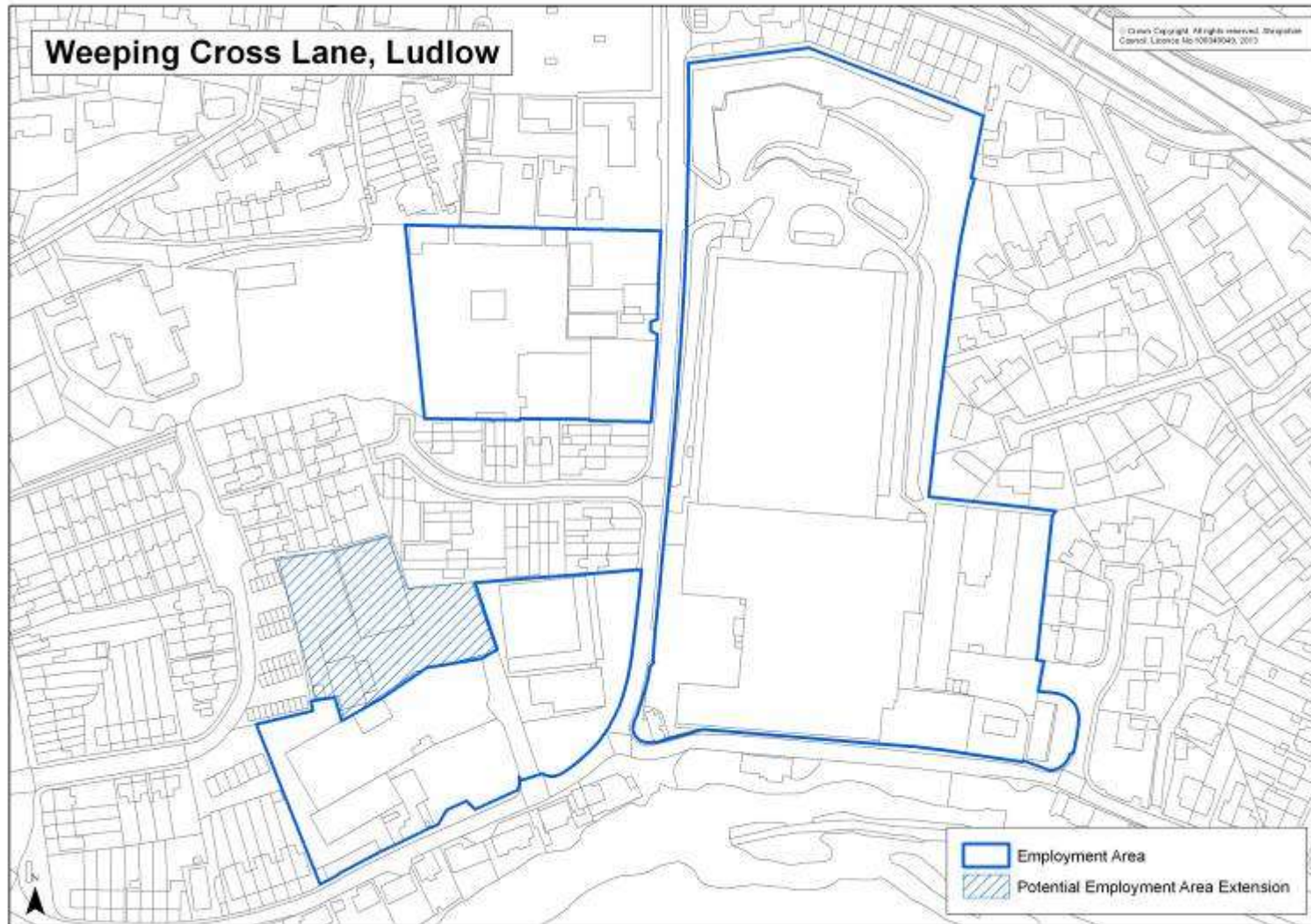
Future Role

**General Business/Industrial Areas
Sites for Specific Employers**

Premises for one of Ludlow's major employers, along with secondary trade/motor trade accommodation.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|---|-----------|
| Address | | Category to link LA policy description | |
| Ludlow Industrial Estate Parys Road/Coder Road Ludlow SY8 1XY/ SY8 1XD/ SY8 1XE/ SY8 1XF | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: B | |
| Large established, edge of settlement industrial estate, prominently located off the A49, at the junction with the Sheet Road. The estate comprises larger manufacturing premises in the north and south (around Lingen Road and Olerton Road), with smaller workshop schemes in the centre (around Coder Road), along with some retail uses on the Parys Road frontage. | | Characteristics* Critical mass: Good Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 50 | Vacant | 5 |
| | | Occupancy Rate, percent | 90 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 (plus sui generis motor retail and A1 retail) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 38 | 10 | 2 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | | 38 | 12 |
| Area Size, ha | 10.88 | | |
| Key Companies / Employers | | | |
| Spencer Manufacturing DMS Plastics Royal Mail HTL Moran Motorhomes | | | |
| Development Opportunities | | | |
| Employment site SS2004/16080: Adj Shukers (Landrover), Ludlow Business Park – 0.27 ha. A new 935 sqm B1, B2, B8 unit is presently under construction on this site. This will be capable of sub-division to provide three units of 300- 400 sqm. The owner (Hire Equipment (Ludlow)) may lease the units or relocate his own business into building. | | | |
| Regeneration Opportunities (size, ha) | 1.11 | | |

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Land Fronting Parys Road (from Lingen Road to Coder Road)

- Land and property in this portion of the Parys Road is primarily in A1 retail and Sui Generis motor retail use (with ancillary B8 trade uses and one industrial unit under development). This should be recognised in planning policy
- This does not mean that applications for B1(a, b, c), B2, B8 would not be acceptable if the activity proposed, and scale of that activity, is compatible with existing uses.

Other Land

- Elsewhere, applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. A number of existing trade businesses operate on sites spread throughout the area
- Away from the Parys Road frontage, retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire). Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Ludlow should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

Remodelling Guidance:

One undeveloped site remains in the north of the estate (Site A – 1.11 ha), offering Parys Road frontage and large enough to accommodate a single occupier or a scheme of small business units. DMS Plastics, which has production facilities to the south, has full planning permission for a 463 sqm trade unit in the north west corner of the site.

Future Role

**General Business/Industrial Areas
Sites for Specific Employers**

Property on part of the Parys Road frontage is in non-employment (mostly retail/motor retail) use. This area should be reflected in planning policy.

Elsewhere Ludlow Industrial Estate continues to function as an established and successful industrial estate, providing premises both for local micro/small businesses and larger sub-regional/regional employers. This area should be retained and protected for that use.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | | |
|---|---|---|--|----|
| Address Ludlow Eco Park Sheet Road Ludlow SY8 1FF/SY8 1ES/SY8 1FD | | Category to link LA policy description | | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | | |
| Description High quality edge of settlement business park, strategically located off the A49 Ludlow Bypass. The Park offers a range of small to medium office and workshop units, housing a mix of local businesses and regional service sector companies. Ludlow Park and Ride sits to the north of the Eco Park and is accessed by passing through the area. | | Total Grade: B Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Good | | |
| Total Number of Units | 36 (including 17 office suites at the Rural Enterprise Centre) | Vacant | 10 Occupancy Rate, percent | 72 |
| Predominant Use Class (B1, B2, B8) | | B1(a, c) (plus D1 dental and veterinary surgeries and D2 gym) | | |
| Buildings Age (approximate) | | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ | 36 |
| Buildings Quality | | | | |
| Nos – Derelict | Poor | Average | Good | 36 |
| Area Size, ha | | 3.82 | | |
| Key Companies / Employers Church of England (Diocese of Hereford) Capita Lanyon Bowdler | | | | |
| Development Opportunities Land to the north of the Park and Ride (employment site LS2005/00006: North of Sheet Road – 1.00 ha) is part of the larger Eco Park site (ELR129) and this northern area was proposed, by Shropshire Community NHS Trust, as the location for the new Ludlow Hospital. The latest information available suggests that, due to funding shortfalls, this development will no longer go ahead and this land may be proposed for the further development of the Eco Park. At the time of writing, it not clear if this land will be proposed for an alternative medical project, or held in the longer term anticipation of a revised hospital scheme. If the land is judged surplus for requirements by the Community NHS Trust, then it would be a logical expansion site for the Eco Park and should be retained in employment use. | | | | |

To the south is the proposed SAMDev allocation Land South of Ludlow Eco Park (Employment Land Review Ref. 58 – 3.65 ha). This provides a further opportunity for the development of good quality business floorspace. However, as this land is south of Sheet Road it is likely to provide a separate business park at this location, rather than an extension of the existing Eco Park.

Sherpa Properties has full planning permission (App. No. 12/03692/FUL) for a 348 sqm self-contained office unit in the east of the Park. This property is presently under construction.

Regeneration Opportunities 0.39
(size, ha)

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c)) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Several non B-Class employment uses are present on the Eco Park including a gym, dental and veterinary surgery. Additional similar uses may be considered if they can be shown to maintain, and enhance, both the high built/environmental quality of Ludlow Eco Park and its economic activities. Any proposal should be of a modest scale that will not prejudice the use of the majority of the Eco Park for B class employment
- Other retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Such uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. In most cases it is assumed that the adjacent services (west of the A49) are sufficient meet the retail needs of businesses at Ludlow Eco Park
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Ludlow should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications on the Eco Park should be required to show how they will maintain (and enhance) both the high built/environmental quality of Ludlow Eco Park and the Park's economic activities. In considering economic enhancement regard should be given to issues such as, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire
- This level of protection should be applied equally to both the existing Eco Park and the identified development sites, to ensure the quality and integrity of the Park is maintained in the future. It should also be applied to all types of application, including development, redevelopment and change of use proposals.

Remodelling Guidance:

Three undeveloped sites remain:

- in the north west of the Eco Park (Site A – 0.39 ha), created by a bend in the Park-and-Ride access road. This site was included in the 2010 Employment Land Review and Sites Assessment as an employment site (Ref. SS2008/20838) and is large enough to accommodate a single major occupier or a scheme of small business units.
- in the south west created between the southern development and the line of the access road and is suitable for small business units
- on the south eastern frontage with Sheet Road and is capable of accommodating a single occupier or small business units to be served from the main access road through the business park.

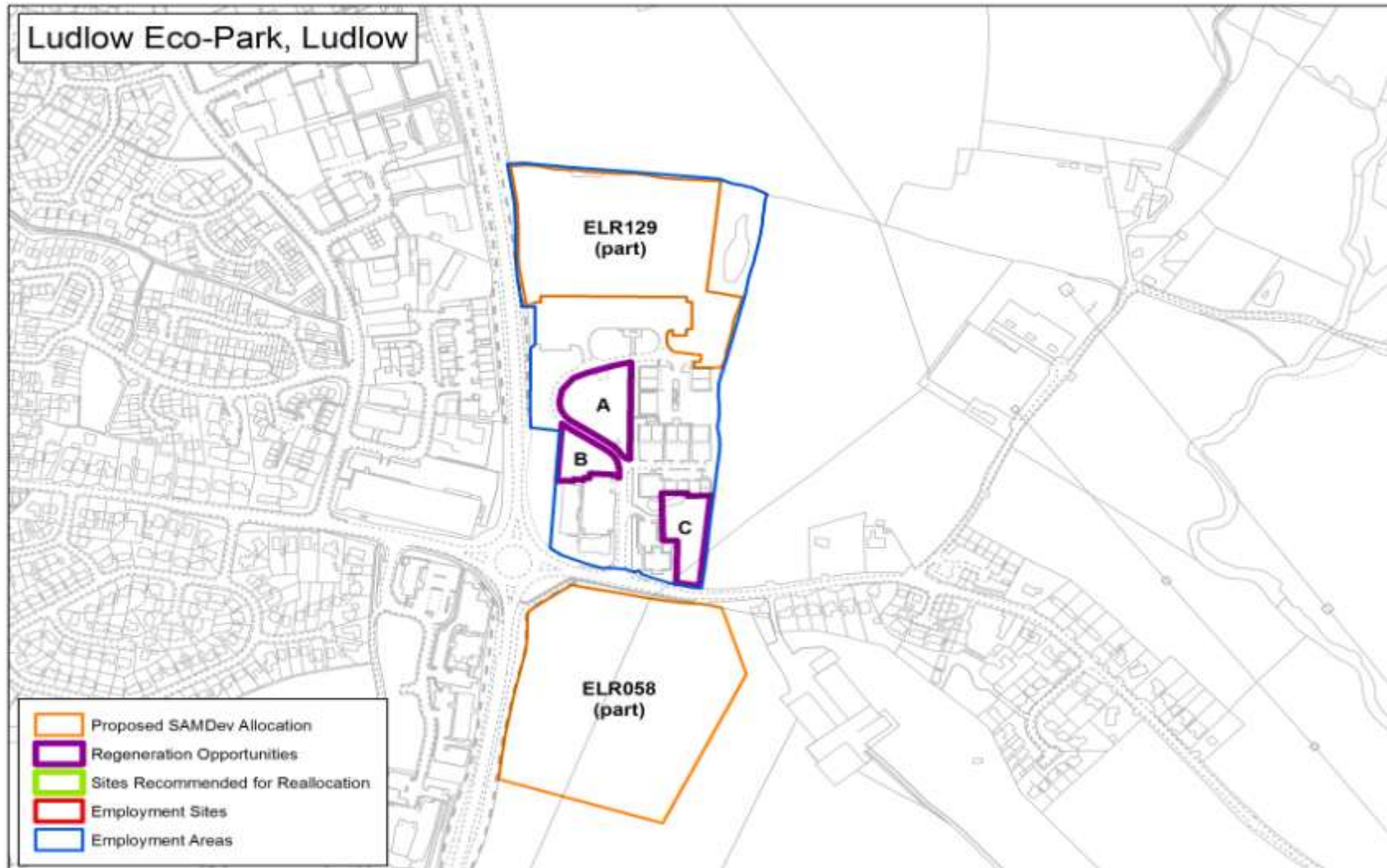
Future Role

High Quality Business Park

Strategic business park for both Ludlow and South Shropshire. The area's property offer is capable of meeting both local needs for good quality space and competing for investment in the regional market place. Expansion options exist around the existing Park. However, the present market is not felt to support further growth in the short and medium term.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------|--|----------------------|
| Address Muller England (UK) Ltd A4117 High Street Cleobury Mortimer DY14 8BY | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Standalone manufacturing facility for Muller England (Muller Precision Engineering) prominently located on the A4117, close to the centre of Cleobury Mortimer. Other employment land at this location is now under development for housing and a medical centre. | | Total Grade: B | |
| | | Characteristics* Critical mass: N/A Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 1 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B2 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 1 | 90-2000 New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 1 Good |
| Area Size, ha | | 0.59 | |
| Key Companies / Employers Muller Precision Engineering | | | |
| Development Opportunities None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> • Protection of key occupiers – The area is occupied by a key employer (highlighted above) who makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Cleobury Mortimer should not be supported. In particular, the development of housing and a medical centre on land off Vaughan Road should not be viewed as a precedent for the redevelopment of Muller Precision Engineering | | | |

- Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None. Muller Precision Engineering sold all its expansion land (2 ha) to housebuilder Bovis, who is now developing a residential scheme on the larger proportion of that land.

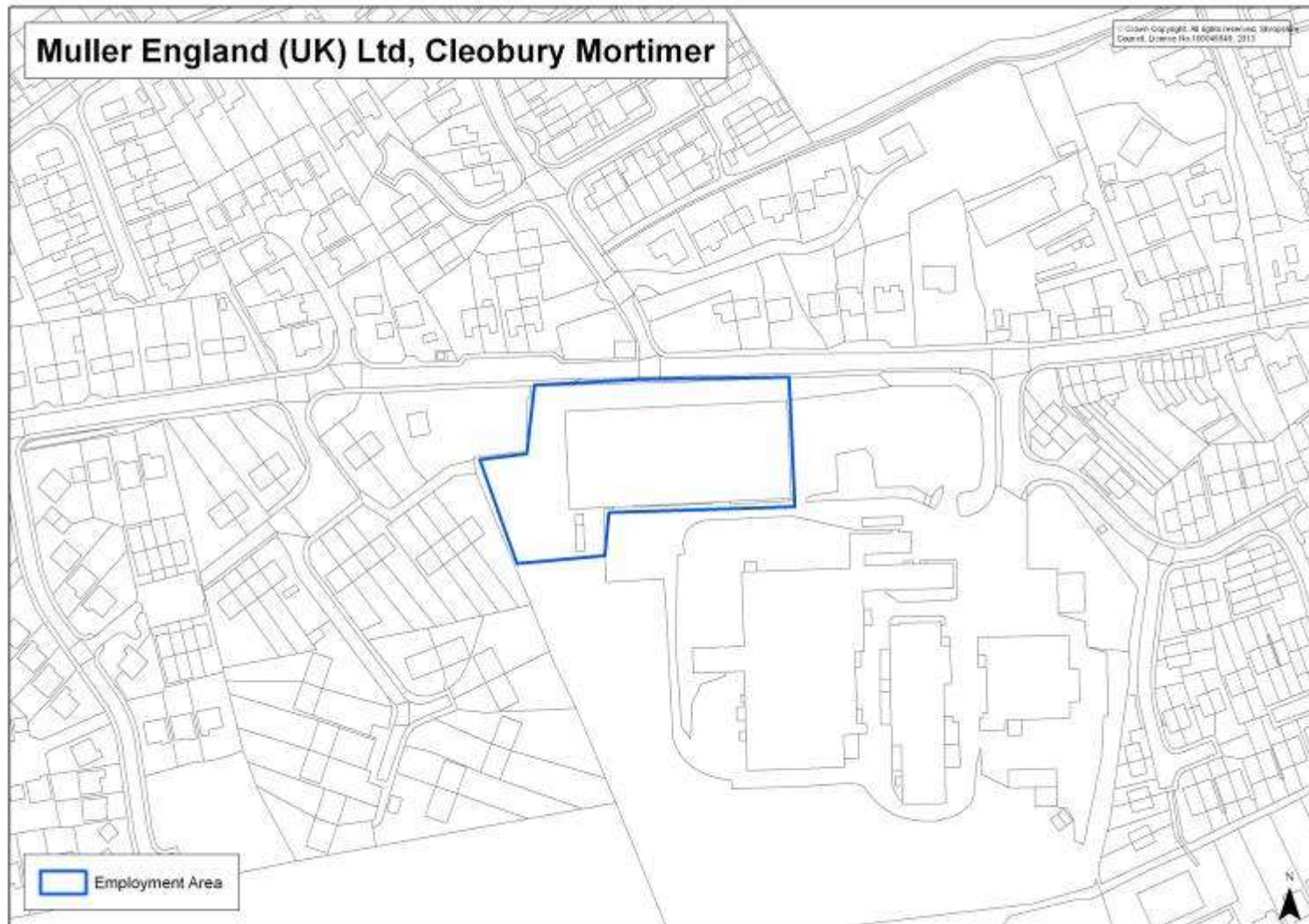
Future Role

Site for Specific Occupiers

Strategic site, occupied by a key employer for South Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|---|-------------|
| Address | | Category to link LA policy description | |
| Old Station Yard Off B4363 Cleobury Mortimer DY14 8SY | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C | |
| Good quality, linear rural industrial estate, located off the B4363 to the north east of Cleobury Mortimer. Accessed via a steeply sloping entrance road, the estate offers modern workshop properties to a range of local businesses. Much of the north of the estate is in use by two larger occupiers - Kudos Blends and T Preece Timber Buildings | | Characteristics* Critical mass: Average Accessibility: Poor Prominence: Poor Environment: Good | |
| Total Number of Units | 9 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ 9 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good 9 |
| Area Size, ha | 2.20 | | |
| Key Companies / Employers | | | |
| Kudos Blends T Preece Timber Buildings Brick Plant Hire | | | |
| Development Opportunities | | | |
| A parcel of brownfield land, north of the existing industrial estate comprises the proposed SAMDev allocation Land at the Old Station Business Park (Employment Land Review Ref. 071 – 0.51 ha). 0.1 ha of land in the south of this site has full planning permission for a 224 sqm storage building for Bob Price and Son (App. No. 11/00070/FUL). Development of this additional unit would enhance access to the rest of the proposed employment land. | | | |
| Various minor planning applications will deliver a further 209 sqm of new or extended B1 business space, on 0.05 ha, if brought forward. | | | |
| Regeneration Opportunities (size, ha) | | - | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Two of the main occupiers of this estate (Brick Plant Hire and T Preece Timber Buildings) already undertake some trade sales
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Cleobury Mortimer should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

None. Further expansion is not possible without the loss of surrounding greenfield agricultural land and housing. Land to the east, fronting the B4363, is steeply sloping.

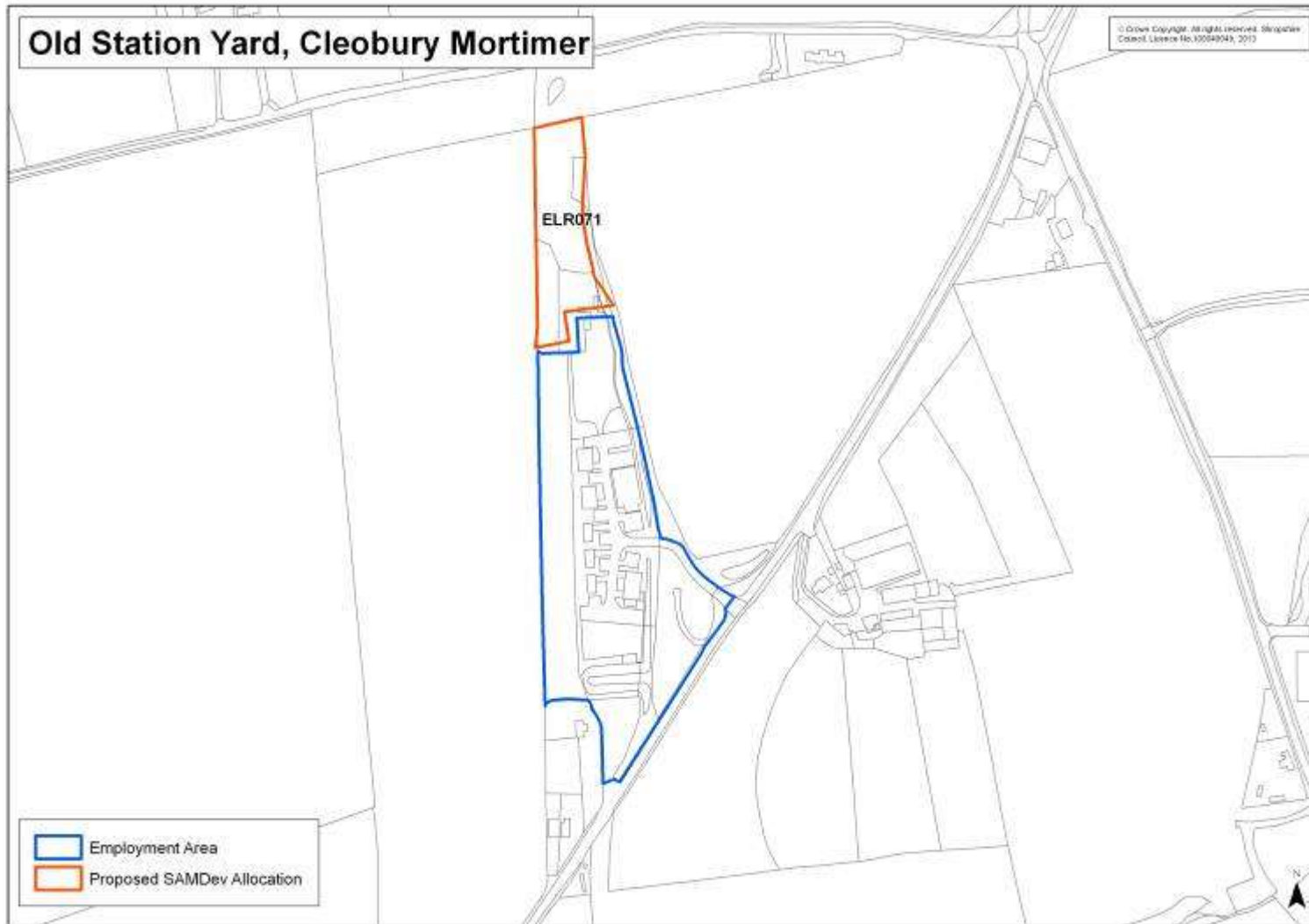
Future Role

General Business/Industrial Areas

High quality rural industrial estate, serving Cleobury Mortimer and a large rural hinterland.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|-------------|---|-------------|
| Address | | Category to link LA policy description | |
| Employment Area and Brewery Tenbury Road Cleobury Mortimer DY14 8RB | | Core Strategy: CS3, CS13, CS14 | |
| | | SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Small, edge of settlement employment area comprising modern offices for a veterinary practice along with a range of budget quality, metal framed workshop units, some in poor condition. Estate roads are unsurfaced and steeply sloping in places. | | Characteristics* Critical mass: Average Accessibility: Poor Prominence: Poor Environment: Poor | |
| Total Number of Units | 7 | Vacant | 0 |
| | | Occupancy Rate, percent 100 | |
| Predominant Use Class (B1, B2, B8) | | B1(a,c)/B8 (plus D1 veterinary surgery) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 6 | | 1 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | 6 | | 1 |
| Area Size, ha | | 0.95 | |
| Key Companies / Employers | | | |
| Severn Edge Veterinary Group KaterFresh Cash and Carry Actreo Hardwoods | | | |
| Development Opportunities | | | |
| Land to the west is proposed for employment uses in the emerging SAMDev Plan (Employment Land Review Ref. 068CMA – 0.66 ha). The owner of this site (Mawley Town Farm) has now secured outline planning consent for a change of use from agricultural to B1/B2/B8 employment (App. No. 12/00782/OUT). It is provisionally suggested that around 1,000 sqm of new accommodation could be provided. | | | |
| Regeneration Opportunities (size, ha) | | 0.10 | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. One property on the estate is in use as a veterinary practice while another (KaterFresh Cash and Carry) already undertakes trade sales
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.

Remodelling Guidance:

Two workshop units, close to the Tenbury Road frontage, have been cleared creating a small development site (Site A – 0.10 ha).

Most properties in the estate are in need of some refurbishment. Improvement to the estate access roads would also be desirable. However, it is unlikely that the scale of the area, or the budget nature of most of the occupiers, justifies the level of investment required.

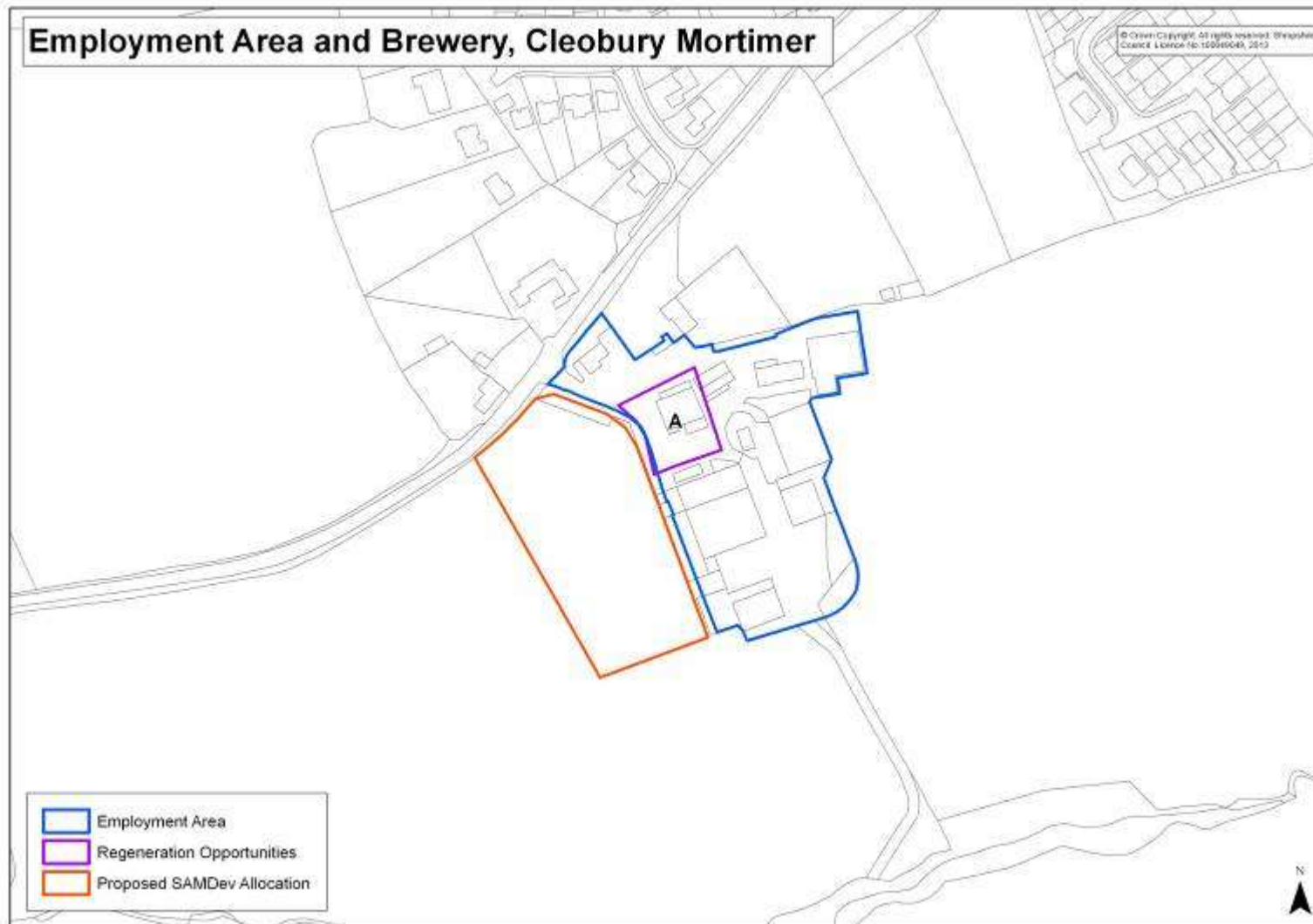
Future Role

General Business/Industrial Areas

Although much of the property is in poor condition, the area is well occupied and continues to serve a function, providing budget quality workshops to local businesses in a range of rural business sectors. The recent development of premises for Severn Edge Veterinary Group, and the outstanding planning consent, is evidence of ongoing developer/occupier interest at this location. Regeneration investment in the area would be desirable, but is unlikely to be justified given the small size of the area and budget nature of the current occupiers.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



Appendix 1 - Central Spatial Zone Strategic Sites and Employment Areas (excluding Shrewsbury)

| | | | |
|---|---------|---|-----------|
| Address | | Category to link LA policy description | |
| Muller Dairy and Rea Valley Foods Station Road Minsterley SY5 0BG | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: B | |
| Large, modern food production facilities for Muller, prominently located off the A488 Station Road, in the north of the settlement. Older office and meat processing/packing/storage facilities, for Rea Valley Speciality Foods, are located to the west, also fronting the A488. A petrol filling station also sits on the A488 frontage, outside of the employment area boundary. These premises face a large residential area to the south. | | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 14 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(a)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 5 | 5 | 4 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | | 14 | |
| Area Size, ha | 10.20 | | |
| Key Companies / Employers | | | |
| Muller Rea Valley Speciality Foods | | | |
| Development Opportunities | | | |
| 0.28 ha of land to the east of Muller (the Former Bus Depot) has outline planning permission for 446 sqm of B1a) offices and 223 sqm of B1(c) terraced workshops. These would be located to the rear of 13 new dwellings, which would front Station Road. The applicant (Bovale) has recently renewed the outline permission but it is not clear when they will be submitting a reserved matters application. | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

Former Bus Station

- The employment uses proposed in the above planning permission (the Former Bus Depot site) are outside of the Employment Area boundary, while some of the housing proposed within that application would be located within that boundary. If this development is brought forward then the boundary would have to be amended to reflect this.

Muller/ Rea Valley Speciality Foods

- Protection of key occupiers – The area is occupied by two key employers (highlighted above) who make a significant contribution to the economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Minsterley should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Petrol Filling Station

- There is a BP petrol station on the Station Road frontage (outside of the Employment Area boundary). If the petrol station ceased operation then the site would be suitable (subject to other planning considerations) for B class use (B1 (a, b, c), B2, B8). Given its main road frontage it could also be suitable for retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses. Residential uses should not generally be supported here as the location is surrounded by heavy industrial operations.

Remodelling Guidance:

None. Most land is in use as production/storage facilities, car parking or (to the rear of Muller) wastewater treatment facilities.

Although several areas of underused land do exist within the employment area, all are to the rear of the two employers (within the secure curtilage of their facilities) and only available for use by those employers.

Future Role

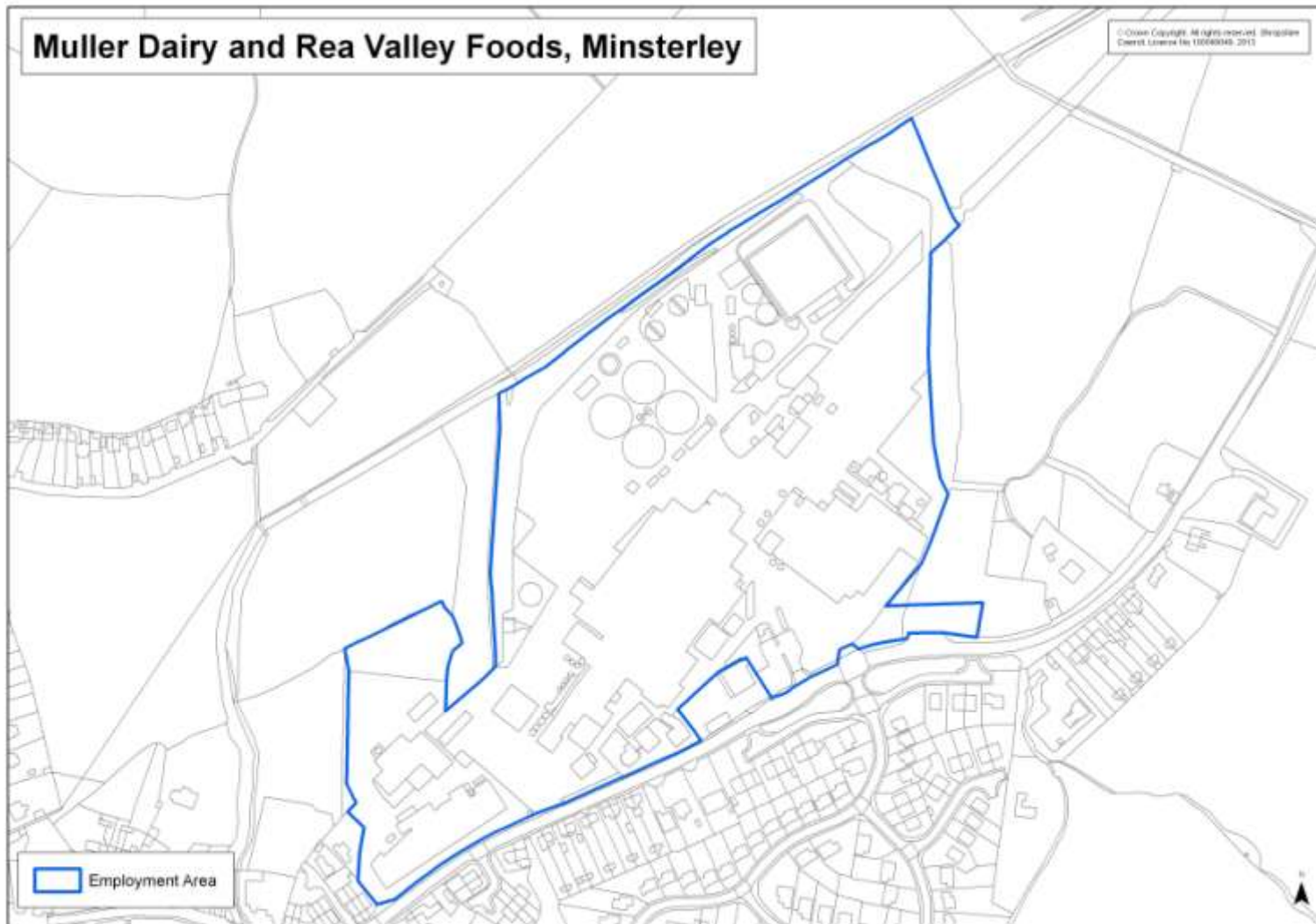
Sites for Specific Employers

General Industrial/ Business Area

Premises for two of Shropshire's major employers. A small employment scheme is proposed on land to the east.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



Appendix 1- North West Spatial Zone Strategic Sites and Employment Areas

| | | | |
|---|------|---|-----|
| Address | | Category to link LA policy description | |
| Traditional Products Whittington Road Oswestry SY10 7AL | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Small, low density employment area located on one of the main northern approaches into central Oswestry. It comprises a small group of moderate quality industrial units, mostly in trade/retail use. The area is dominated by two main occupiers – manufacturing/trade facilities for Traditional Products and retail premises of Colour Supplies. | | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Average | |
| Total Number of Units | 5 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 (one property in primarily A1 retail use) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 2 | 1945-90 | 2 |
| | | 90-2000 | 1 |
| | | New 2000+ | |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | |
| | | Average | 5 |
| | | Good | |
| Area Size, ha | 2.97 | | |
| Key Companies / Employers | | | |
| Traditional Products Colour Supplies | | | |
| Development Opportunities None. | | | |
| Regeneration Opportunities (size, ha) - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> Much of this area is in non B class employment use, including A1 retail (Colour Supplies) and motor trade (Kwik Fit). This should be recognised in planning policy. | | | |
| <p><i>Traditional Products</i></p> <ul style="list-style-type: none"> However, Traditional Products remains a key local employer that makes a significant contribution to the economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Oswestry should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former | | | |

- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- Proposals for further office, industrial and warehouse (B1(a, b, c), B2, B8) may be appropriate, but they would need to be of a scale and type of use acceptable in this small, edge of settlement employment area
- Further non B class employment development could not be supported without the loss of land/property in used by Traditional Products.

Remodelling Guidance:

None. All land and property is in use, further expansion to the north or east is not possible without encroaching on surrounding greenfield land

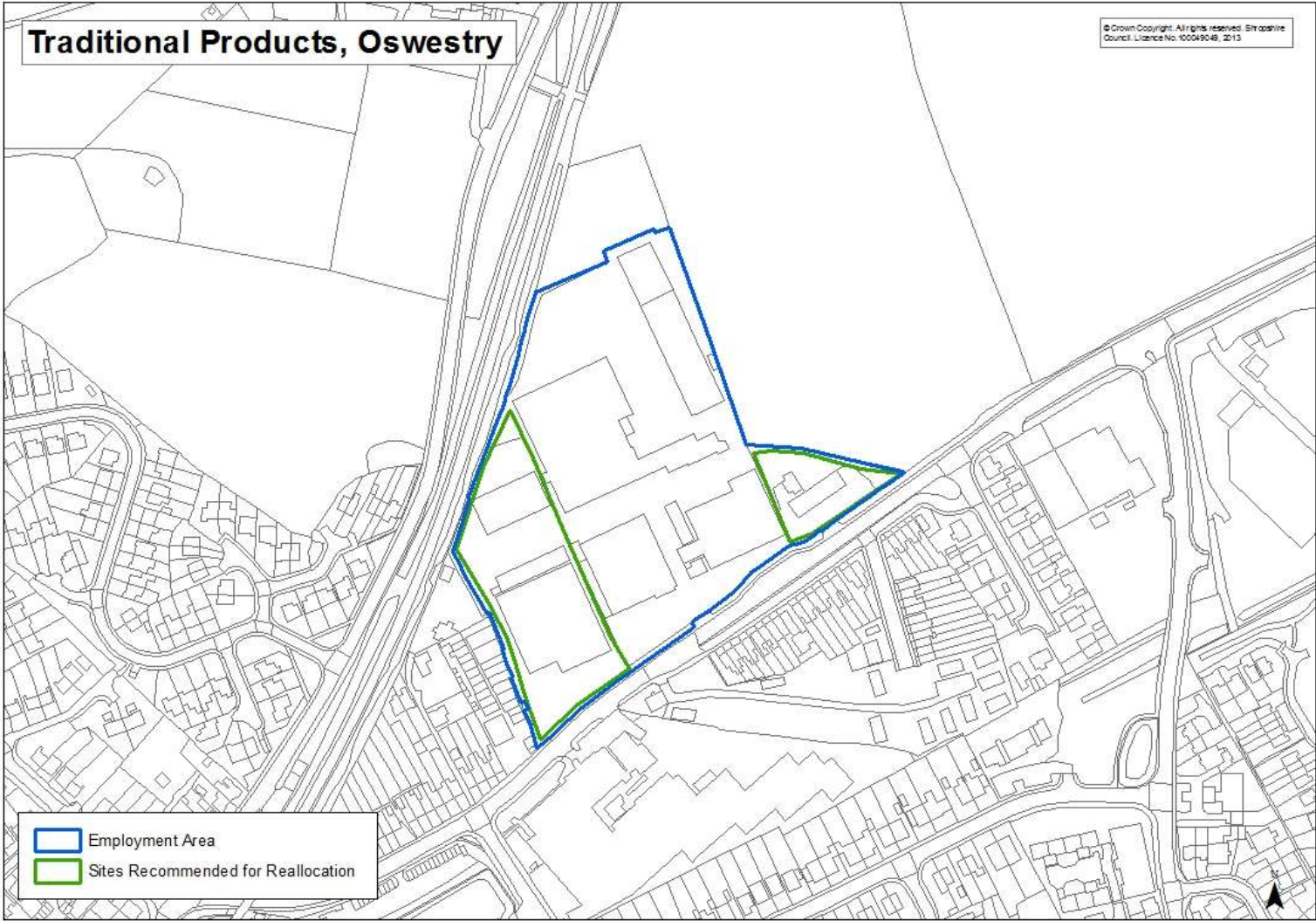
Future Role

**General Business/Industrial Areas
Sites for Specific Employers**

Two units on the Whittington Road frontage are in retail and motor trade use (Colour Supplies and Kwik Fit). Shropshire Council should consider reallocating these properties. Traditional Products remains a significant local manufacturer and should be protected accordingly.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------|--|-------------|
| Address | | Category to link LA policy description | |
| Whittington House and Artillery Business Park A495 Whittington Road Oswestry SY10 7AL | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: B | |
| Dispersed local employment area, split into two parts. The eastern section comprises a substantial secure office and infrastructure complex for BT, prominently located on the A495 eastern approach to Oswestry, close to the A5/A495 junction. The western section (Artillery Business Park) comprises several modern warehouse units, a development site and a serviced office scheme, located to the rear of housing and greenfield land. | | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 19 | Vacant | 2 |
| | | Occupancy Rate, percent | 89 |
| Predominant Use Class (B1, B2, B8) | | B1(a)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 13 | 90-2000 |
| | | | New 2000+ 6 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 12 |
| | | | Good 7 |
| Area Size, ha | 6.00 | | |
| Key Companies / Employers | | | |
| BT Eva Store Document Storage | | | |
| Development Opportunities | | | |
| <p>A 1.80 ha site in the south east of Artillery Business Park has full planning permission (App. Ref.12/00818/FUL) for the demolition of an existing building and redevelopment for 2,524 sqm of offices and 1,700 sqm of terraced light industrial accommodation. The existing building has now been cleared, with development of the new premises expected to commence shortly. Development of this site could also open up the 'Land North East of Whittington Road Roundabout, off A5 Bypass, Oswestry' proposed SAMDev allocation (discussed below).</p> <p>To the south west of Artillery Business Park is the proposed SAMDev allocation 'Land North East of Whittington Road Roundabout, off A5 Bypass', Oswestry (Employment Land Review Ref. 42 – 1.85 ha). If brought forward, this would significantly enhance Artillery Business Park by providing it with A5/A495 frontage.</p> <p>A further SAMDev allocation is proposed south of the A495 ('Land South East of Whittington Road Roundabout, off A5 Bypass, Oswestry'. Employment Land Review Ref. 43e – 27.42 ha). However, it is likely that this land would be developed as a separate, self contained employment scheme, unrelated to Whittington House and Artillery Business Park.</p> | | | |
| Regeneration Opportunities (size, ha) - | | | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Oswestry should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

Remodelling Guidance:

None. Development is already underway on the only redevelopment site within the area (discussed above). Options for the further growth of the area are also identified above.

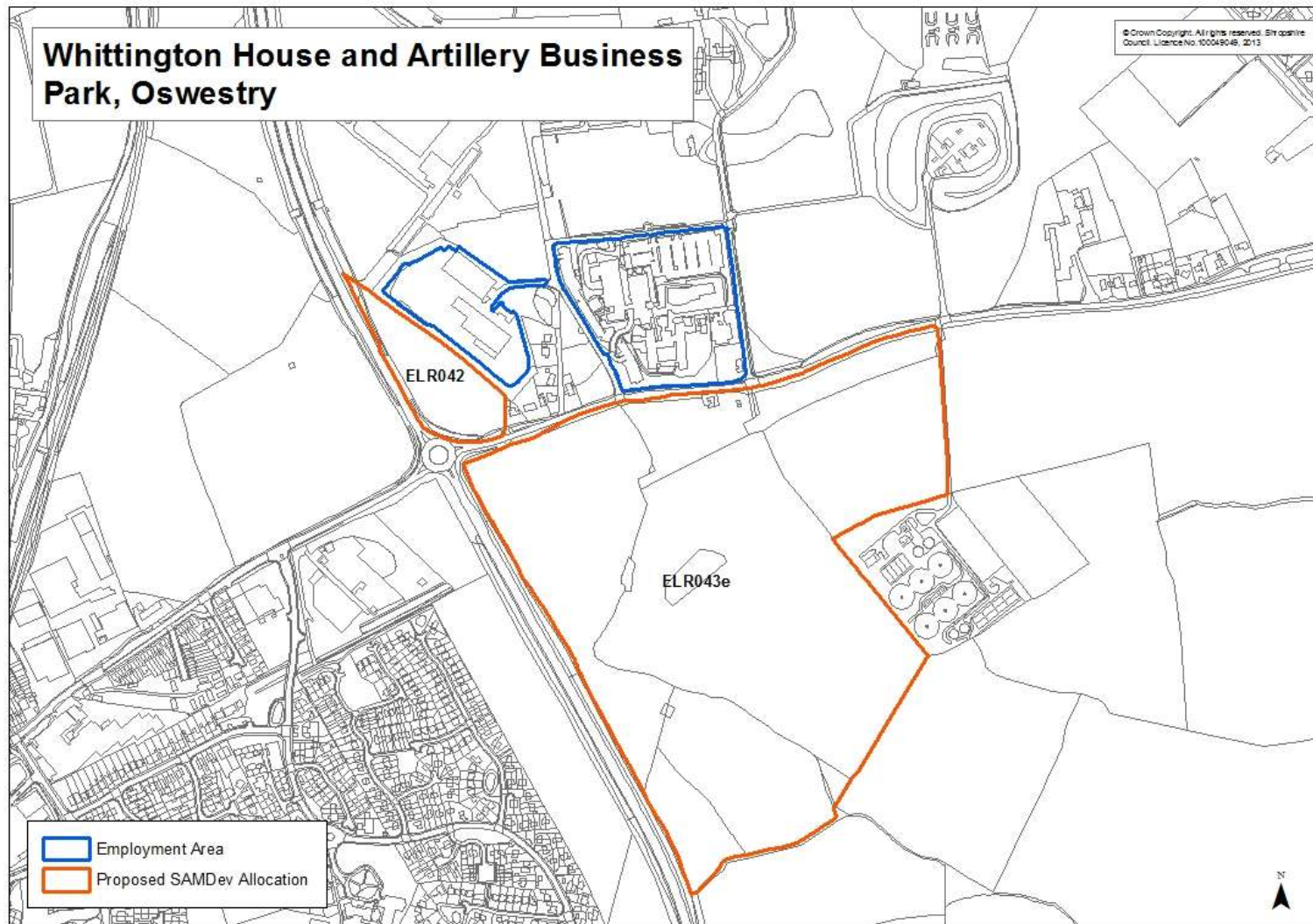
Future Role

General Business/Industrial Areas
Sites for Specific Employers
Incubator/SME Cluster Site

Land in the east will continue as a major office/infrastructure facility for BT. Land to the west comprises a local business park, dominated by a single occupier, with options for growth and expansion.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|---------------|--|--------------|
| Address | | Category to link LA policy description | |
| Maes-Y-Clawdd/Mile Oak/Rod Meadows A483/Shrewsbury Road Oswestry (Multiple postcodes) | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: A | |
| This strategic business park extends to some 98 ha and comprises a number of different estates which combine to make the largest single employment area in the County. The eastern portion of the area (Maes-Y-Clawdd) houses a range of larger industrial/warehouse properties and is home to many of Oswestry's major employers. Land in the north east, close to the Mile End Roundabout, is dominated by trade uses along with a hotel, pub/restaurant and several fast food outlets. The western portion of the area (Maesbury Road Industrial Estate) provides smaller industrial units to local businesses. In the north, Oswestry Livestock Market occupies much of the Shrewsbury Road frontage. | | Characteristics* Critical mass: Good Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 123 (approx.) | Vacant | 11 |
| | | Occupancy Rate, percent | 91 |
| Predominant Use Class (B1, B2, B8) | | B1 (a, b, c)/B2/B8 (Plus C1 hotel, A4 pub/restaurant and several A3 hot food outlets) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 82 | 90-2000 27 | New 2000+ 14 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average 82 | Good 41 |
| Area Size, ha | 97.75 | | |
| Key Companies / Employers | | | |
| Pentons Haulage Arla Daries Cold Move Royal Mail Elements Europe | | | |
| Development Opportunities | | | |
| The Employment Area includes four undeveloped employment sites: | | | |
| <ul style="list-style-type: none"> 1: OS2006/14712: Land at Rod Meadows, Shrewsbury Road – 1.44 ha. Land to the east (formerly part of the site) has been developed for services (KFC, Starbucks and Esso Petrol Filling Station). The remaining land is on the market for design and build office, industrial and motor trade options (marketed as Oswestry Gateway) and could provide some 4,628 sqm of new accommodation 2: LO1999/00132: South of Mile Oak Industrial Estate/Adj. Bypass – 2.14 ha. Greenfield land, fronting the A483, adjacent to the southern entrance to the area. The land is on the market, for sale, with full planning consent for some 10,000 sqm of B1, B2, B8 uses | | | |

- 3: LO1981/00129: Kensington Gardens, Maesbury Road – 0.86 ha. The land is being held by a developer, pending improving market conditions. The site can provide some 5,743 sqm of additional B1 floorspace
- 4: LO1981/00043: Mile End Business Park, off Maes-Y-Clawdd – 1.55 ha. This land is being retained as expansion land by owners Coldmove. Part is let to another company for open storage.

To the west of the railway line, in Weston, is an additional large greenfield employment site (LO1999/00133: Weston Farm, West of Mile Oak Industrial Estate – 12.00 ha). Owned by Weston Farm the site is under option to Maro Developments. However, development options are constrained by ransom strips and the need to bridge the adjacent railway line, in order to provide a link from the adjacent Maes Y Clawdd industrial estate. With these additional costs it is not clear if the site is viable.

Additional minor planning permissions within the area will, if brought forward, provide another 420 sqm (gross) of B2 General Industrial Floorspace on 0.11 ha.

The emerging SAMDev also proposes two development sites on land to the north of the Mile End roundabout, east and west of the A5 (Employment Land Review Ref. 72 – 22.82 ha in total). Forming part of Oswestry's SUE, these could deliver new employment space, distinct from the existing offer at Maes YClawdd to the south west.

Regeneration Opportunities 3.66
(size, ha)

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

Oswestry Livestock Market and Adjacent Land

- Some 15 ha of land fronting Shrewsbury Road, and including Oswestry Livestock Market, has planning permission for mixed use retail, wholesale and leisure scheme. This should be recognised in planning policy and the land proposed for non B-class employment reallocated to those alternative uses.
- A masterplan has been produced for this site which includes the following uses:
 - An 8 ha rationalised livestock market
 - 5,574 sqm (Morrisons) foodstore
 - 3,716 sqm of non-food retail
 - Multiplex cinema (Cineworld)
 - Three restaurants (including McDonald's and Frankie and Benny's)
 - 1,363 sqm office building
 - Bus facilities
 - Petrol filling station
 - Park and Ride facility.
- Uses, other than those listed above, should be discouraged. Of this 15 ha of land, only the 1,363 sqm office building, which will be located in the north west of the area, should be retained within the employment area boundary.

Land West of Mile End Roundabout

- Land in the north east of the Area – extending from Jewsons on Maes-Y-Clawdd, north to the junction with Shrewsbury Road and east to Mile End Roundabout – is occupied by a range of trade businesses along with a hotel, pub/restaurant and several fast food outlets. Although it is possible that some of the undeveloped land at Oswestry Gateway (discussed above) may be brought forward for office or industrial uses, this site generally functions as a distinct economic unit, offering a different type of property to a different type of occupier, than the rest of the Employment Area. This should be recognised in planning policy.

- Applications for further trade premises, food outlets (A3-A4) and small-scale convenience retail (which serves the wider employment area) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Applications for B1(a, b, c), B2, B8 uses may be acceptable if the activity, and scale of activity, is compatible with existing uses.

The Remainder of Maes-Y-Clawdd/Mile Oak/Rod Meadows

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. In addition to the services near Mile End Roundabout (discussed above), there is also a pub/restaurant at the Maesbury Road/Shrewsbury Road Junction (The Highwayman) and café within Maesbury Road Industrial Estate. Stakeholders, contacted for this study, agree that these facilities are sufficient to meet the needs of the Employment Area and that there is no demand for further non B class uses in the area
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) should not be permitted in this part of the Employment Area. Land and property is available at Land West of Mile End Roundabout for such uses and the policy priority in this area should be to maintain and enhance the remainder of Maes-Y-Clawdd/Mile Oak/Rod Meadows as a sub-regionally significant office/industrial employment area.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Oswestry should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

Agents report demand for additional larger industrial premises (929 sqm or more) at this location. Two SAMDev sites have been proposed (discussed above) which could provide the land required to meet this need.

However it is worth noting that there are three undeveloped plots of land within the existing Employment Area boundary, which could also be brought forward to meet needs. These are at the north western (Site A – 1.45 ha), eastern (Site B – 1.03 ha) and south western (Site C – 1.18 ha) edges of the area. These comparatively small parcels could meet the needs of individual companies or deliver smaller workshop/office schemes.

Future Role

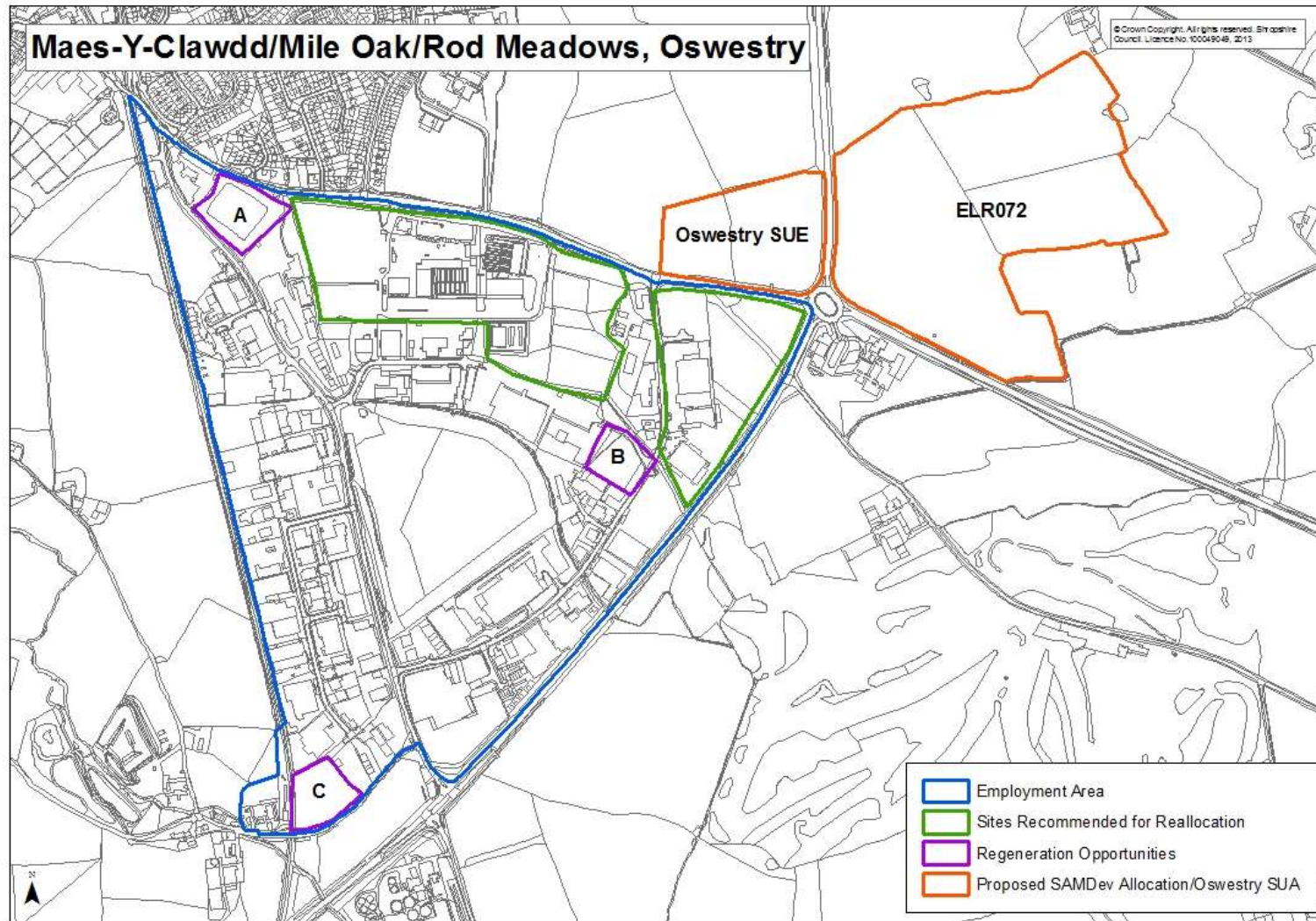
**General Business/Industrial Areas
Sites for Specific Occupiers**

Strategic industrial estates for both Oswestry and the whole of Shropshire. The Area's property offer is capable of meeting both local needs for industrial space and competing for investment in the regional market place. The area should therefore be protected as a priority.

The north east of the Employment Area (Land West of Mile End Roundabout) is increasingly dominated by A3-A5 food and trade uses, while a mixed use retail/food/leisure scheme is proposed for the Oswestry Livestock Market. The remaining employment land and property in the area should be protected for B1, B2, B8 office, industrial and warehouse uses.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



Appendix 1- North East Spatial Zone Strategic Sites and Employment Areas

| | | | |
|---|---------|--|-----------|
| Address | | Category to link LA policy description | |
| Waymills Business Park, Civic Park (Whitchurch Business Park) and Grocontinental Waymills/A525 Whitchurch SY13 1TT/SY13 1LJ | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: A | |
| Two adjoining mid-sized, business parks in an edge of settlement location, served by roundabouts off the A525 bypass to Whitchurch. Waymills Business Park comprises a range of good quality industrial properties and larger warehouses which accommodate both local businesses and larger employers. Civic Park (Whitchurch Business Park) includes facilities for Grocontinental and a scheme of older, Shropshire Council owned workshops. There is a partly completed industrial development site at the Waymills/A525 junction. | | Characteristics* Critical mass: Good Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 56 | Vacant | 4 |
| | | Occupancy Rate, percent | 93 |
| Predominant Use Class (B1, B2, B8) | | B1(a, b, c)/B2/B8 (Plus sui generis car showrooms and three dwellings) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ |
| | 9 | 22 | 25 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good |
| | | 17 | 39 |
| Area Size, ha | 26.87 | | |
| Key Companies / Employers | | | |
| BCM Group CFG Furniture Grocontinental The Cheese Warehouse UK Nutrition | | | |

Development Opportunities

Employment sites LN2003/00044 and LN2003/00054 (South of Civic Park, Whitchurch – 4.32 ha in total) are located to the south of Grocontinental. This land has been on the market for a number of years and the marketing agents report interest from a number of Shropshire companies looking for design and build, freehold industrial units of up to 929 sqm. The owners will be seeking planning permission for a first phase of industrial premises shortly, with development expected in 2-3 years.

Grocontinental has expansion plans for 1.26 ha of undeveloped land to the north including full planning permission for a new blast freezing facility, lorry parking and an additional access road back into Civic Park (App. No. 11/00806/FUL). In addition to serving Grocontinental, the new access road will open up site LN2003/00054 for further development.

Further development land exists in the north of Civic Park, at the Waymills/A525 junction (Employment site NS2007/00499: Land off Shakespeare Way – 0.84 ha). This land is to be developed as Phase II of Mulberry Business Park, providing 5,685 sqm of high quality B1, B2, B8 accommodation. The development has been on hold for some seven years now, pending an improving market, and it is not clear when space will ultimately be brought forward. An existing unit to the south has full planning permission for a 1,545 sqm B1, B2, B8 extension, on 0.39 ha of land (App. No. 09/03621/FUL).

To the north is the proposed SAMDev allocation Land North of Waymills (Employment Land Review Ref. 33 – 9.01 ha). This provides a further opportunity for the development of good quality industrial floorspace. However, as this land is north of Waymills Road it will, in practice, form a new (third) industrial estate at this location rather than an extension of the two existing employment areas.

Regeneration Opportunities - (size, ha)

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Land fronting Waymills

- Land and property in the north west of the Employment Area, fronting Waymills and close to the railway line (south of the Mill Park housing estate) is in a mix of uses, including trade outlets (Halfords and Scanlan), a veterinary surgery, motor garage and three dwellings. This should be recognised in planning policy
- This does not mean that applications for B1(a, b, c), B2, B8 development would not be acceptable here if the activity proposed, and scale of that activity, is compatible with existing uses.

Other Land

- Elsewhere, applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of the likely impact on the surrounding local transport network. Two such uses are already in the area (Renault Garage and 'Save on Tyres')

- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrate economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Whitchurch should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)
- All applications on the Employment Area should be required to show how they will maintain (and enhance) both the high built/environmental quality of Waymills Business Park/Civic Park and the Employment Area's economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire
- This level of protection should be applied equally to both the existing business parks and the identified expansion sites, to ensure the quality and integrity of the Employment Area are maintained in the future. It should also be applied to all types of application, including development, redevelopment and change of use proposals.

Remodelling Guidance:

Established, modern business parks with most land and property in use. Opportunities for growth an expansion are covered in the Development Opportunities section above.

The two Shropshire Council owned workshop schemes within the area continue to function well, providing budget quality space to local firms. However, Civic Green is in need of investment including improved insulation, heating, double glazing and (if possible) a wider access which can accommodate HGVs.

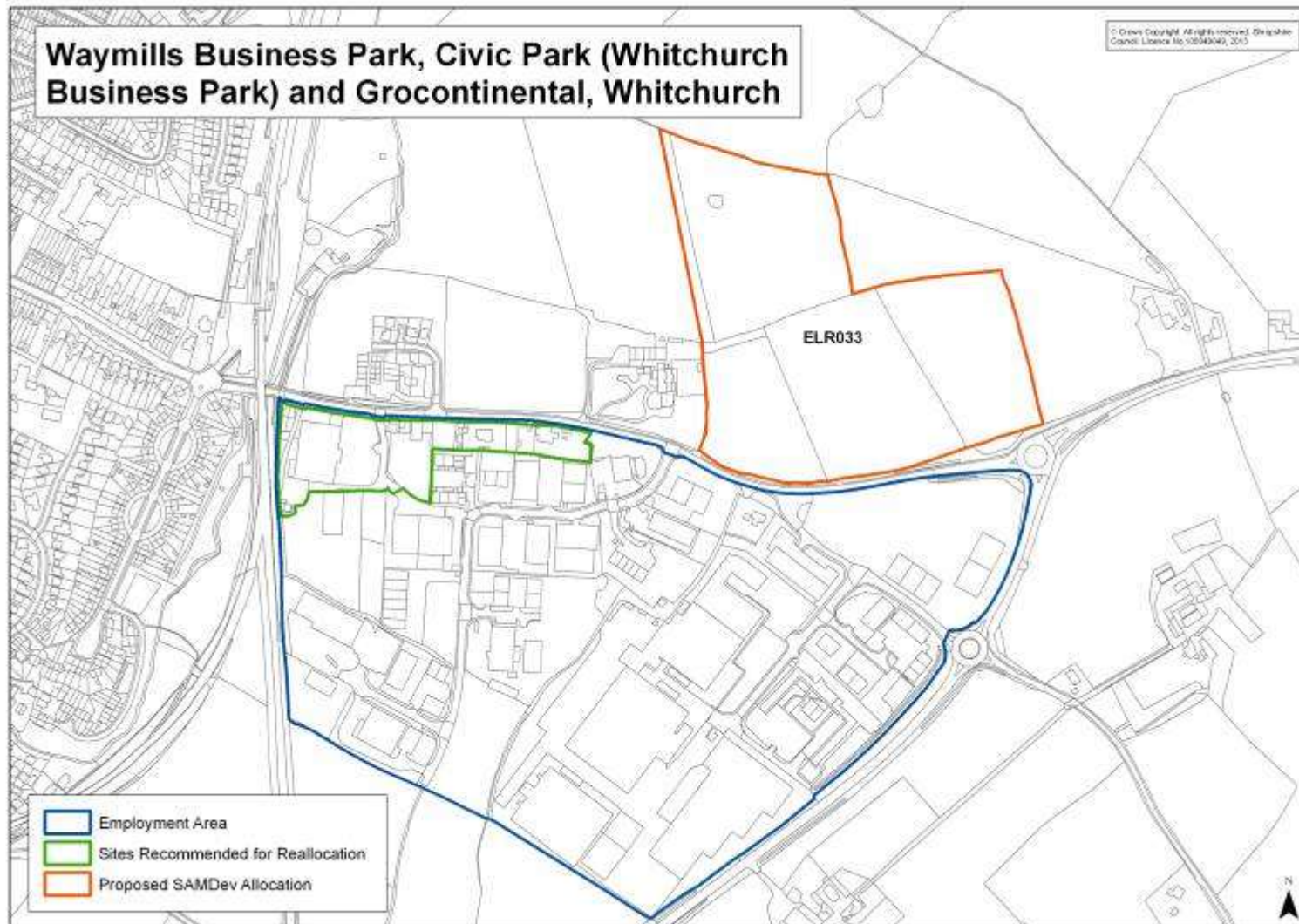
Future Role

**General Industrial/ Business Areas
High Quality Business Parks
Sites for Specific Occupiers**

Strategic business parks serving northern Shropshire and adjacent areas of Cheshire. They offer a range of high quality industrial/logistics units, along with some budget/moderate quality space suitable for local micro businesses. The Area also houses some major occupiers.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|--|------------|
| Address Maer Lane and Bert Smith Way Market Drayton TF9 3AL/TF9 3SN | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Two local industrial areas, within the Market Drayton settlement boundary and backing onto the A53. In the west, premises sit behind a foodstore and housing. The areas comprise moderate quality industrial units, with budget quality space in the east (Llewellyn Roberts Way), along with a major food production facility for Pork Farms Ltd (Palethorpes). | | Total Grade: B/C | |
| | | Characteristics* Critical mass: Average Accessibility: Average Prominence: Average Environment: Average | |
| Total Number of Units | 41 | Vacant | 6 |
| | | Occupancy Rate, percent | 85 |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 41 | 90-2000 |
| | | | New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | Poor | 11 | Average 30 |
| | | | Good |
| Area Size, ha | 12.63 | | |
| Key Companies / Employers Depiction Isoform Minshall Fabrications Pork Farms Ltd (Palethorpes) RIX Petroleum Robert Taylor Transport | | | |
| Development Opportunities Includes employment site LN2003/0038 (Maer Lane/Bert Smith Way, Market Drayton – 0.80 ha) which comprises two separate plots of 0.40 ha each. The northern site (off Bert Smith Way) is held as long term expansion land for Pork Farms Ltd (Palethorpes). The southern site (located to the rear of housing) is in use as a lumber yard. | | | |
| Regeneration Opportunities (size, ha) | 1.24 | | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Several such uses are already in the area (Travis Perkins, plus four motor garages)
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. In particular, the development of retail at this location would compete with Market Drayton Town Centre, some 600 metres to the south. There is also a Morrisons foodstore to the immediate south west, which is likely to meet many of the convenience shopping needs of local businesses.
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Market Drayton should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).

Remodelling Guidance:

There is a large, triangular area of undeveloped land in the north (Site A – 1.24 ha), between Pork Farms Ltd (Palethorpes) and the A53. However, accessing this site would be difficult. Direct access to the A53 may not be feasible due to the proximity to an existing roundabout and the only access point within the Employment Area is through land held by Pork Farms Ltd (Palethorpes) for expansion (Development site LN2003/0038, discussed above).

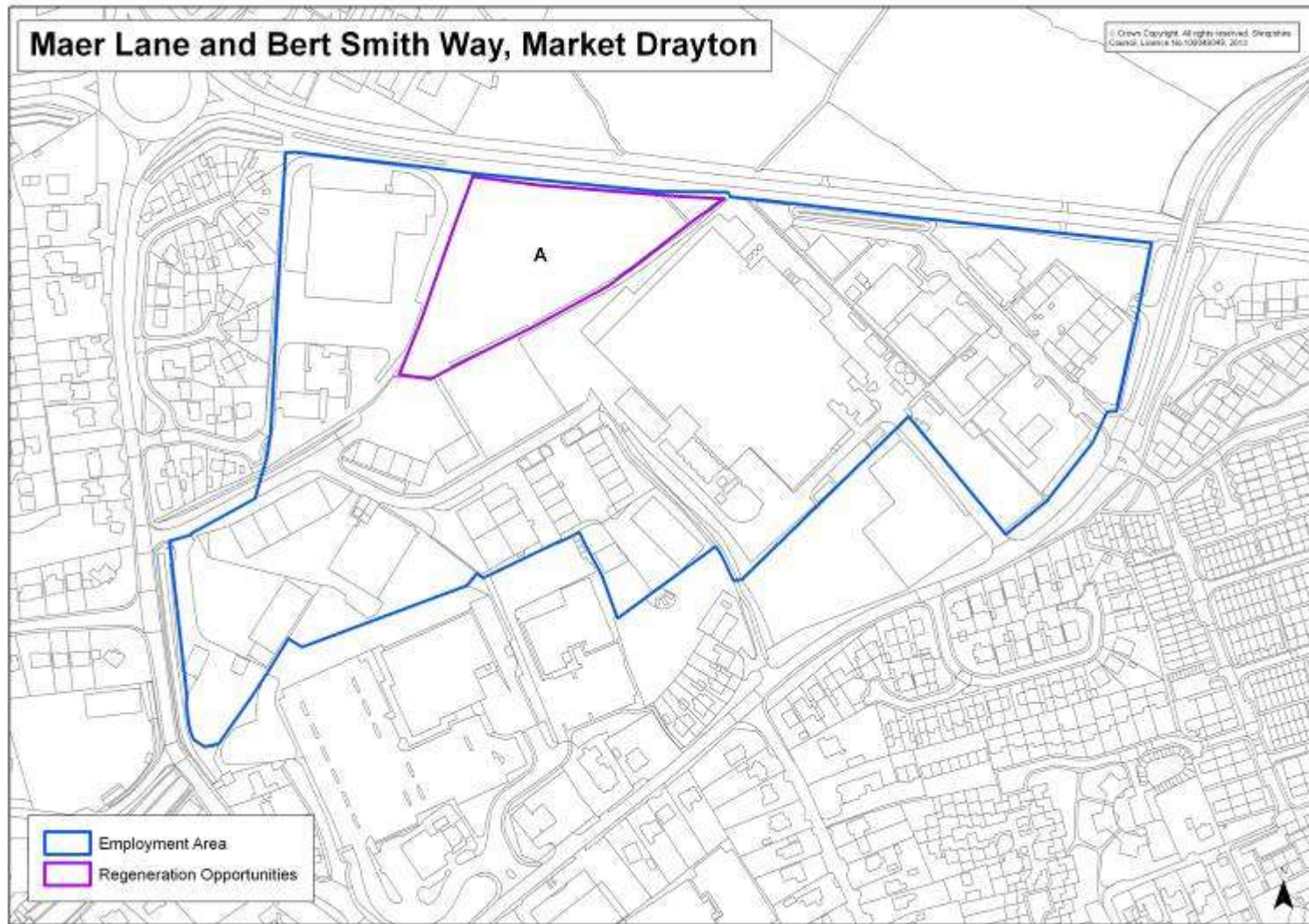
Future Role

**General Industrial/Business Area
Sites for Specific Occupiers**

Key local employment area serving Market Drayton and northern Shropshire, operating alongside a major regional/national food production facility.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|--|-----------|
| Address Mullers and Tern Valley Business Park, Phase 1 Shrewsbury Road Market Drayton TF9 3SQ | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Major food production and logistics facility for Muller and Culina Logistics, prominently located off the A53, to the west of Market Drayton. To the east is Tern Valley Business Park, Phase 1, comprising a linear estate of larger industrial and office properties, most of which are now occupied by Muller. | | Total Grade: A | |
| | | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Good | |
| Total Number of Units | 17 | Vacant | 0 |
| | | Occupancy Rate, percent | 100 |
| Predominant Use Class (B1, B2, B8) | | B1(a)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 8 | 90-2000 |
| | | | 6 |
| | | | New 2000+ |
| | | | 3 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | 17 |
| | | | Good |
| Area Size, ha | 13.23 | | |
| Key Companies / Employers Muller Culina Logistics Trent Fasteners and Finishings | | | |
| Development Opportunities Muller has significant expansion requirements for its Market Drayton facility, extending well beyond the 8.5 ha set out for the company in local planning policy (discussed below). In addition to the existing production units, the company already occupies most properties on Tern Valley Business Park, Phase I and has further support facilities under construction in the south of the Phase I Business Park (including a remodelled butter making facility). Muller has previously approached Shropshire Council with the intention to purchase land in Tern Valley Business Park, Phase II (discussed below). Muller and Culina Logistics also have planning permission (App. No.11/00527/REM) to develop 8.5 ha of a 24.25 ha parcel of land to the north of the A53 for a 7,575 sqm production unit and a 11,865 sqm distribution building (along with a 30,000 sqm lorry parking area). The new facility will be accessed from the existing A53/Shrewsbury Road roundabout. An additional employment site (LN2003/00048: Land North of Tern Valley Business Park – 2.5 ha) is used as car parking for Muller and is expected to remain in this use. | | | |

Additional Information – Tern Valley Business Park Phase II

To the east (outside of the Employment Area boundary) is Tern Valley Business Park Phase II (NS2007/02420: Tern Valley Business Park, Shrewsbury Road, Market Drayton – 5.50 ha) a substantial, Shropshire Council owned, greenfield site with road infrastructure and servicing in place. The site could deliver some 55,000 sqm of new B1, B2, B8 accommodation. The Council now has a joint venture agreement with developer Redstart to deliver the site for a mixture of offices (on the frontage) and industrial units. The first phase of this scheme will comprise a scheme of industrial units (to be developed speculatively) along with a design and build option for an (undisclosed) high tech company. Redstart will be seeking planning for this shortly. It is intended that land and property in Tern Valley Business Park Phase II will be offered to a range of businesses from Shropshire and beyond.

Regeneration Opportunities (size, ha)

-

Recommendations:

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

Tern Valley Business Park, Phases I and II

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The location (edge of settlement, greenfield) and (primarily) industrial nature of the area make it unsuitable for such uses
- To ensure the growth and diversity of the area, and to meet the land/property needs of other business in Shropshire, Shropshire Council should continue to resist offers from Muller to become the majority landowner on Tern Valley Business Park Phase II
- Tern Valley Business Park Phase II is presently outside of the employment area boundary. To emphasise the distinctiveness of the Phase II Business Park from the Muller/Culina facility this site could be adopted as a separate Employment Area.

Muller/Culina

- Muller and Culina have planning permission for extensive additional production and logistics facilities on 24.25 ha of land north of the A53. When brought forward this will more than double the size of the current Employment Area, as well as changing local patterns of development (i.e. development activity in Market Drayton has mostly been limited to land south of the A53). The Employment Area boundary will need to be amended to reflect this
- Muller and Culina's expansion requirements clearly extend beyond the 8.5 ha originally set out for Muller in local planning policy, on land north of the A53. Although the two companies have (in the short and medium term at least) secured the land they need (and secured planning permission on that land) this fact may still need to be reflected in emerging planning policy
- Protection of key occupiers – The area contains a number of key employers (highlighted above) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Market Drayton should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former

- Conversely applications which would allow key employers to grow within this employment area, or make a necessary relocation to another employment area, within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy)

Remodelling Guidance:

None. Plans are already in place to secure the expansion of this area (discussed above).

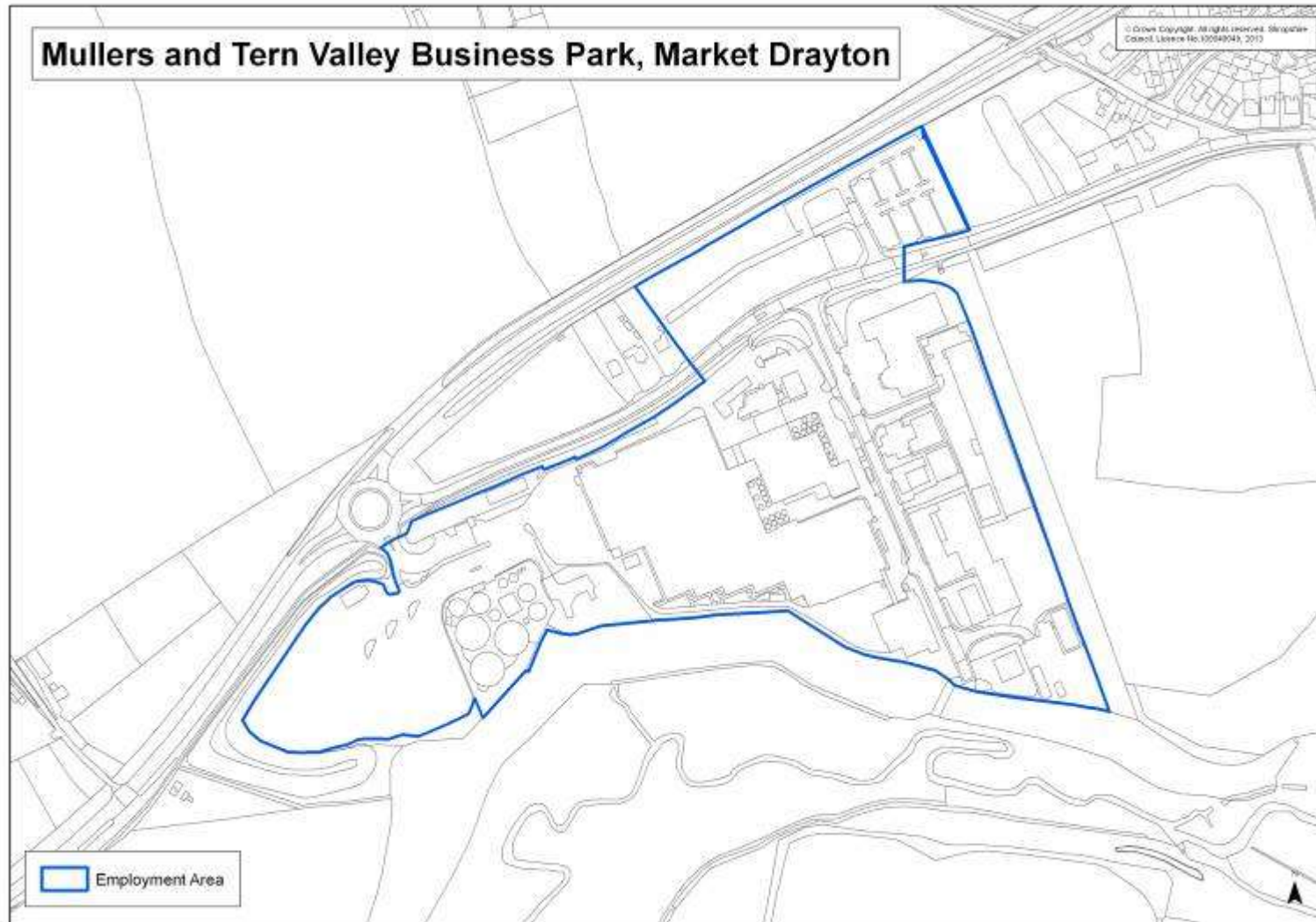
Future Role

General Industrial/Business Area
Heavy/Specialist Industrial Site
Sites for Specific Occupiers
High Quality Business Park

A strategic site, on a main road location in northern Shropshire, the area is occupied by two of the County's key employers (Muller and Culina Logistics). Those employers have significant expansion plans which are likely to come forward in the next few years, more than doubling the size of this Employment Area. To the east, the gradual development of Tern Valley Business Park Phase II will diversify the Area, providing accommodation for smaller businesses in a high quality business park environment.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------|--|-------------|
| Address | | Category to link LA policy description | |
| Wem Engineering Centre Church Lane Wem SY4 5HS | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C | |
| Small industrial estate, in an edge of settlement location, accessed by a narrow rural road. The industrial estate provides a number of mid-sized, modern industrial/warehouse units which meet the needs of established local businesses. | | Characteristics* Critical mass: Average Accessibility: Average Prominence: Poor Environment: Good | |
| Total Number of Units | 6 | Vacant | 1 |
| | | Occupancy Rate, percent | 83 |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 1945-90 | 90-2000 | New 2000+ 6 |
| Buildings Quality | | | |
| Nos – Derelict | Poor | Average | Good 6 |
| Area Size, ha | 1.35 | | |
| Key Companies / Employers | | | |
| UK Productions Excel Metal Form Holborne Group | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | | | |
| - | | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses | | | |

- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of the likely impact on the surrounding local transport network. However, the size and extent of any such use would have to be compatible with the small scale and rural/edge of settlement nature of this employment area
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. The location (edge of settlement, in a residential/agricultural area) and industrial nature of the area make it unsuitable for such uses.

Remodelling Guidance:

None. Further expansion is not possible without encroaching on surrounding greenfield agricultural land.

Future Role

General Industrial/Business Area

Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|--|---------------------|---|-----------------------|
| Address | | Category to link LA policy description | |
| Aston Road Business Park Aston Road Wem SY4 5JX | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C | |
| Small industrial estate, in an edge of settlement location, accessed by a narrow rural road. The industrial estate comprises one large older factory building (former creamery), which has been sub-divided to provide workshop and storage units, surrounded by a number of secondary industrial properties along with a depot for Veolia Environmental Services. | | Characteristics* Critical mass: Average Accessibility: Poor Prominence: Average Environment: Average | |
| Total Number of Units | 10 (in 4 buildings) | Vacant | 0 |
| Occupancy Rate, percent | 100 | | |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 6 | 1945-90 | 90-2000 4 New 2000+ |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | Average 10 Good |
| Area Size, ha | 1.12 | | |
| Key Companies / Employers | | | |
| J P Smith and Sons Veolia Environmental Services. Jack Allen Ltd Paveways Building Contractors | | | |
| Development Opportunities | | | |
| J P Smith and Sons (area owners) have full planning permission for the redevelopment of an existing building in the west of the area (App. No. 10/02270/FUL) to provide a new 238 sqm B2 General Industrial property on (approx.) 0.06 ha. This will be sub-divided into four units, three of which will be occupied by Veolia Environmental Services. | | | |
| Regeneration Opportunities (size, ha) | 0.81 | | |

Recommendations:

Policy Guidance:**

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of the likely impact on the surrounding local transport network. However, the size and extent of any such use would have to be compatible with the small scale and rural/edge of settlement nature of this employment area
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should not generally be supported. The location (edge of settlement, in a residential/agricultural area) and industrial nature of the area make it unsuitable for such uses.

Remodelling Guidance:

J P Smith and Sons report good demand at this location and have aspirations to extend the Business Park. Land east of the existing area (Site A – 0.81 ha) is identified as a preferred expansion site. The land is owned by Salop Design and Engineering who originally intended to build an industrial unit, for their own use, on the site. However, J P Smith and Sons feel that this land is no longer required by Salop and have approached the company to purchase the site. As this land is brownfield it is considered to be a viable expansion option, which could be delivered with the minimum of impact on the surrounding countryside.

As a longer term option, J P Smith and Sons also highlighted the desirability of a new link road running from Aston Road, north to Church Lane (and Wem Engineering Centre) and then on to the B5065 Soulton Road. This would greatly improve access to the employment areas of eastern Wem, reduce the need for HGV traffic to pass through Wem Town Centre and improve access (for residents and businesses) to the A49.

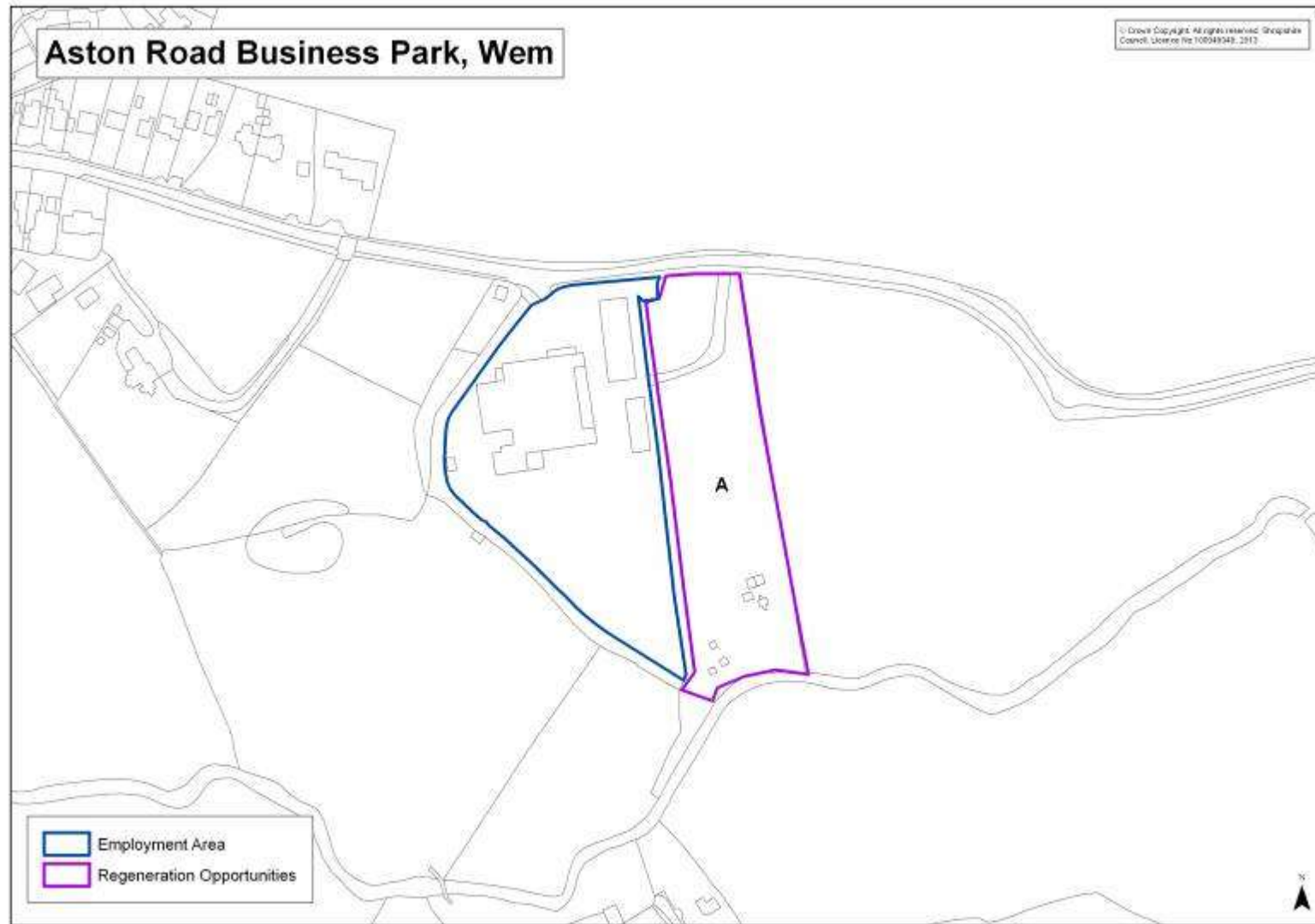
Future Role

General Industrial/Business Area

Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. The owner has aspirations to extend the scheme which, subject to planning and other considerations, should be supported.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



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| | | | |
|--|------|--|----|
| Address | | Category to link LA policy description | |
| Wem Business Park Noble Street/New Street Wem SY4 5JX | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C/D | |
| Town centre employment area, located to the rear of Wem's primary shopping streets. The area comprises (in the west) a complex of older industrial premises and yards, with office accommodation on the Noble Street frontage. Land east of New Street includes several motor garages and a large office complex (Edinburgh House) occupied by Shropshire Council. | | Characteristics* Critical mass: Average Accessibility: Average Prominence: Average Environment: Average | |
| Total Number of Units | 42 | Vacant | 5 |
| | | Occupancy Rate, percent | 88 |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B2/B8 (Plus sui generis car showrooms and a D1 dental surgery) | |
| Buildings Age (approximate) | | | |
| Pre 1945 | 12 | 1945-90 | 25 |
| | | 90-2000 | 4 |
| | | New 2000+ | 1 |
| Buildings Quality | | | |
| Nos – Derelict | | Poor | 1 |
| | | Average | 37 |
| | | Good | 4 |
| Area Size, ha | 3.23 | | |
| Key Companies / Employers | | | |
| Shropshire Council NFU Mutual | | | |
| Development Opportunities | | | |
| None | | | |
| Regeneration Opportunities (size, ha) | 0.64 | | |
| Recommendations: | | | |
| Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses | | | |

- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of the likely impact on the surrounding local transport network. Much of the New Street/Park Road frontage is already in motor trade use by Wem Motors and there is a dental surgery on Noble Street
- Any development of retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non-employment uses should be limited to frontage sites on Noble Street, New Street or Park Road. Backland sites would not be appropriate for such uses. Any such development should be of a scale appropriate to these edge of centre/secondary retail locations and not prejudice the operation of the remainder of the Business Park for B1/B2/B8 uses.

Remodelling Guidance:

Although the quality of individual buildings varies, and some properties could benefit from investment, the Business Park as a whole continues to function well, meeting local requirements for smaller workshop units. The southern portion of the Business Park (the NFU Mutual office plus six adjoining office/workshop units) is presently on the market as a freehold investment sale. Once the sale of these premises is completed, Shropshire Council should approach the new owners and determine if they have any investment/remodelling plans.

Land in the north of the estate (Site A – 0.64 ha) is in use for open storage, car and caravan parking. In the long term, it represents a unique redevelopment opportunity in this otherwise densely developed employment area.

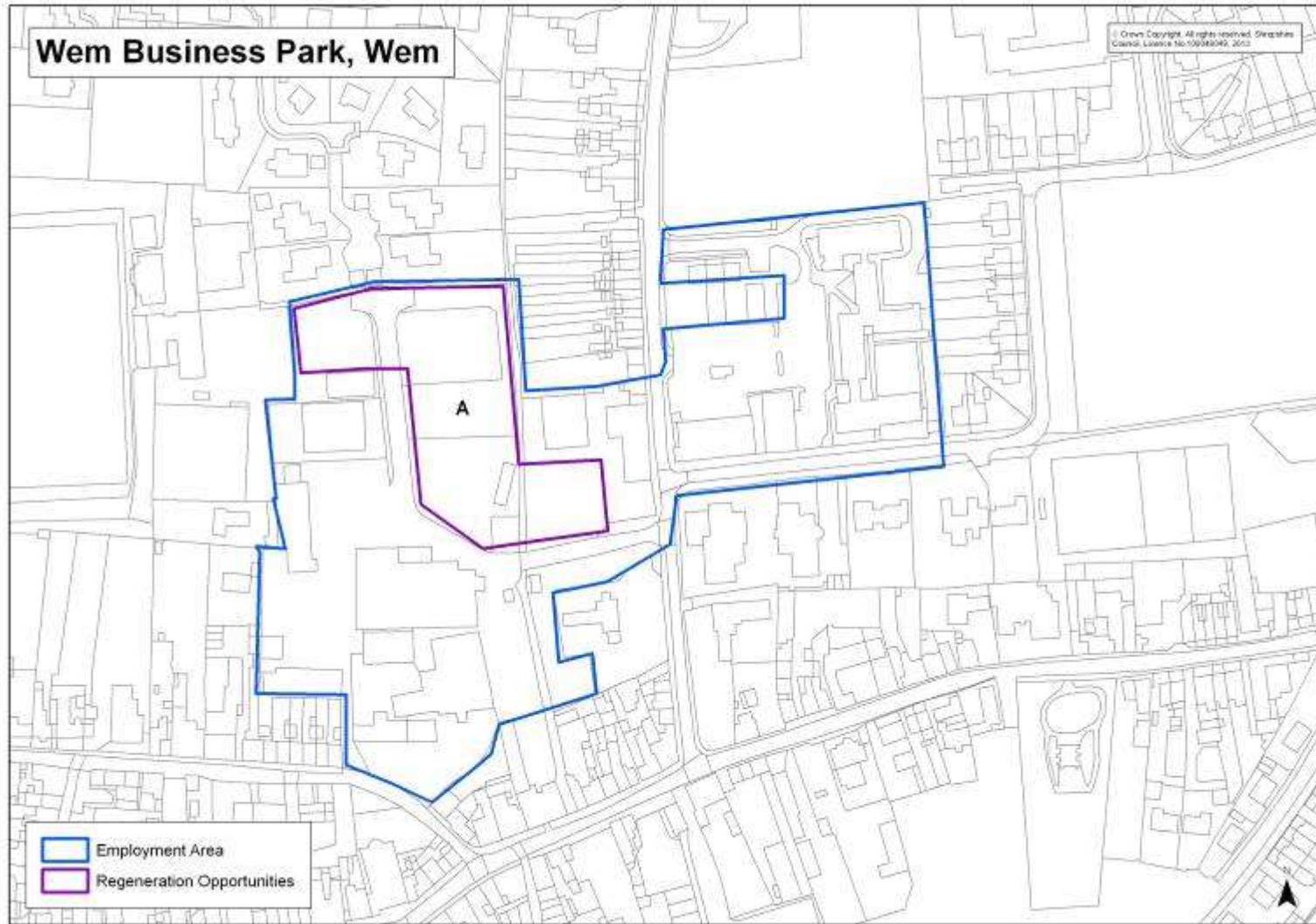
Future Role

**General Industrial/Business Area
Sites for Specific Occupiers**

Key local employment area serving Wem and the surrounding rural hinterland of North East Shropshire. In particular it provides valuable town centre employment space while most other employment options in the Wem area are in edge of settlement or rural locations.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



Appendix 2 Other Strategic Sites and Employment Areas (High Level Analysis)

| | | |
|--|--|--|
| Address Wem Industrial Estate Soulton Road Wem SY4 5SD North East Spatial Zone | | Category to link LA policy description <i>Core Strategy:</i> CS3, CS13, CS14 <i>SAMDev:</i> MD9 |
| Description Former rural military site now converted as a major industrial estate serving northern Shropshire. The Estate comprises some 89,000 sqm of budget industrial accommodation, mostly comprising small 'nissen hut' workshops, and provides accommodation of local businesses, including waste processing and haulage sector firms. | Total Grade: C Characteristics* Critical mass: Good Accessibility: Poor Prominence: Poor Environment: Poor | |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 |
| Area Size, ha | 22.35 | |
| Development Opportunities Employment Site LN2003/00042 (Wem Industrial Estate, Soulton Road - 2.07 ha) comprises an underused parcel of brownfield land in the centre of the estate. The land has been on the market for several years but has attracted only limited interest. The owner is unwilling to attempt a speculative scheme. Additional minor planning applications can, if brought forward, deliver an additional 320 sqm of B2 floorspace on 0.06 ha. | | |
| Recommendations: <i>Updating the Employment Land Review and Sites Assessment 2011</i> <ul style="list-style-type: none"> • The Employment Land Review and Sites Assessment identified Wem Industrial Estate is a major source of budget quality industrial accommodation in northern Shropshire. It highlights the value in letting this estate grow and develop to meet local needs. • The Employment Land Review identifies the need for an additional 4 ha in Wem. This need will be met by the proposed SAMDev allocation of land at Shawbury Road (B5063) in Wem • Employment Site LN2003/00042 remains undeveloped suggesting an ongoing lack of interest in this land from developers and occupiers. Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> • Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses. | | |

- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the fact that number of occupiers already undertake trade sales from this location
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported here. The Industrial Estate already includes a small café and it is not clear what further non B class employment uses can be supported in this budget quality, rural employment area.

Future Role

General industrial/business area

Heavy/ Specialist Industrial Site

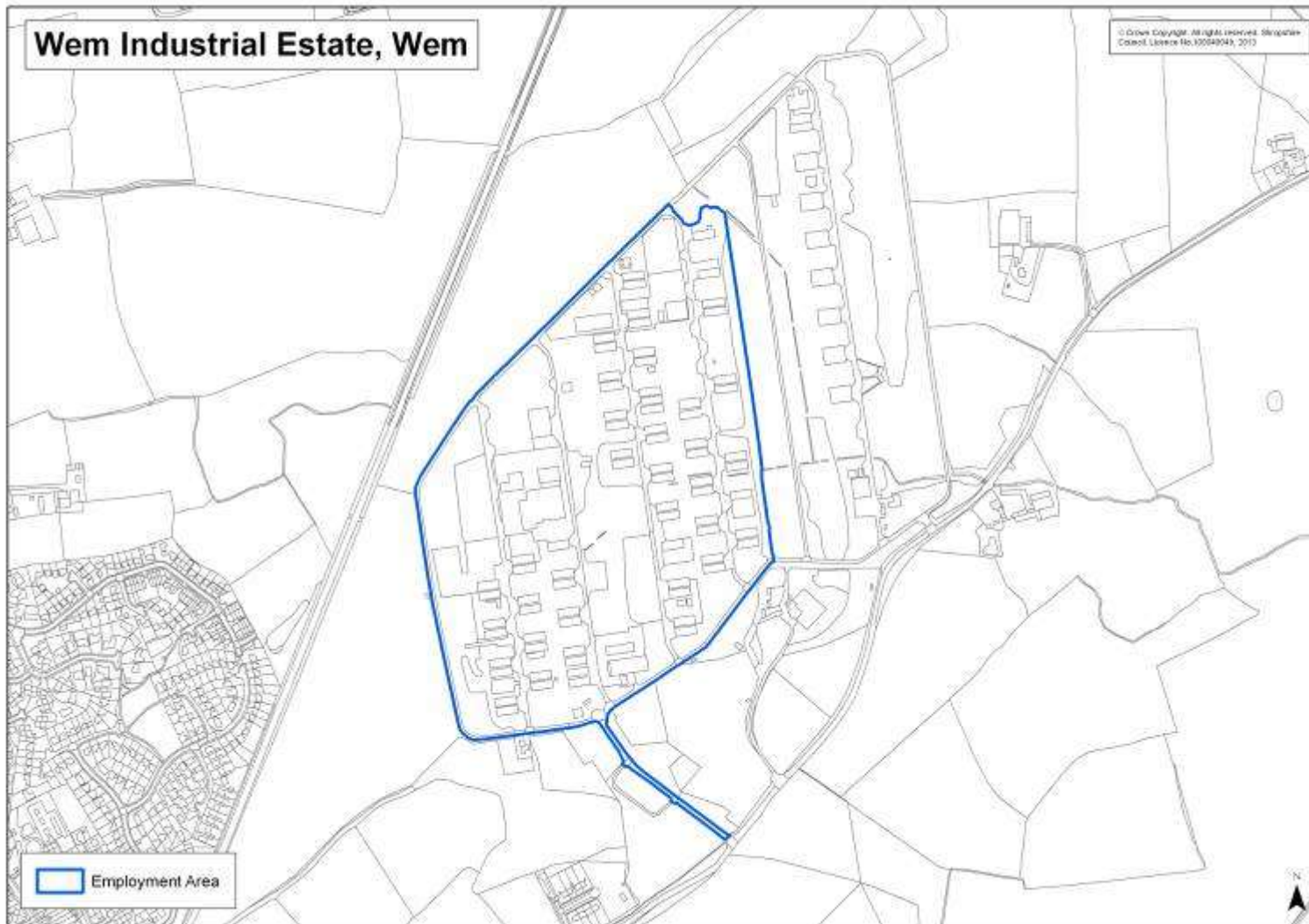
Sites for Specific Occupiers

Recycling/ Environmental Industries Sites

Large rural industrial estate, providing an extensive range of budget industrial options to local businesses. The estate serves a wide rural catchment area and has a particular role in accommodating 'bad neighbour' industries such as waste recycling and the haulage sector.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|--|---|--|
| Address Sych Farm, Phase I Off A53 Market Drayton TF9 3SW North East Spatial Zone | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Diverse local employment area, prominently located at the A53/A529 roundabout, north of Market Drayton. The Area includes an estate of modern, mid-sized terraced industrial units, a pub restaurant, farm buildings and (in the north) larger units for Buildbase and Market Drayton Livestock Market. | Total Grade: B/C | | |
| | Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Average | | |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 | |
| Area Size, ha | 9.54 | | |
| Development Opportunities Employment Site LN2003/00063 (Sych Farm (Phase 1), Adderley Road - 1.67 ha) comprises greenfield land east and north west of the Gingerbread Man public house. The owners intend to sell the eastern part of site for development, along with adjacent land, for housing and live-work units. Full planning permission has been secured for this (App. No. 09/01335/FUL). However, they are waiting for an improving market before offering the site to developers (the land has previously been marketed for these uses, unsuccessfully). The north western portion is available for employment development and likely to be put on the market at some point in the future. Market Drayton Livestock Auctions (Barbers Auctions) has full planning permission (App. No. 11/01785/FUL) for a 313 sqm B8 storage building on 0.14 ha. | | | |

Recommendations:

Updating the Employment Land Review and Sites Assessment 2011

- Employment Land Review and Sites Assessment identifies the need for an additional 15.15 ha in Market Drayton, as a high priority
- This will now be provided at Sych Farm (Phase 2) (ELR024) which is proposed in the SAMDev Plan to deliver some 16 ha of development to serve a full range of Class B uses including the development of recycling and environmental industries, subject to the provision of a suitable and safe highway access
- Employment Site LN2003/00063 remains undeveloped suggesting the owner is continuing to bank the site, pending an improving market.

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the fact that the two largest occupiers, Buildbase and Market Drayton Livestock Market undertake trade sales. Several of the smaller industrial units are also in trade use
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported here. Although there is already a pub/restaurant in the area, further development of non B class uses would take-up valuable employment land here and potentially lead to the development of roadside services facility which would compete with existing service options on Adderley Road and in Market Drayton Town Centre. Non- B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses.

Future Role

General industrial/business area

Warehouse/ Distribution Park

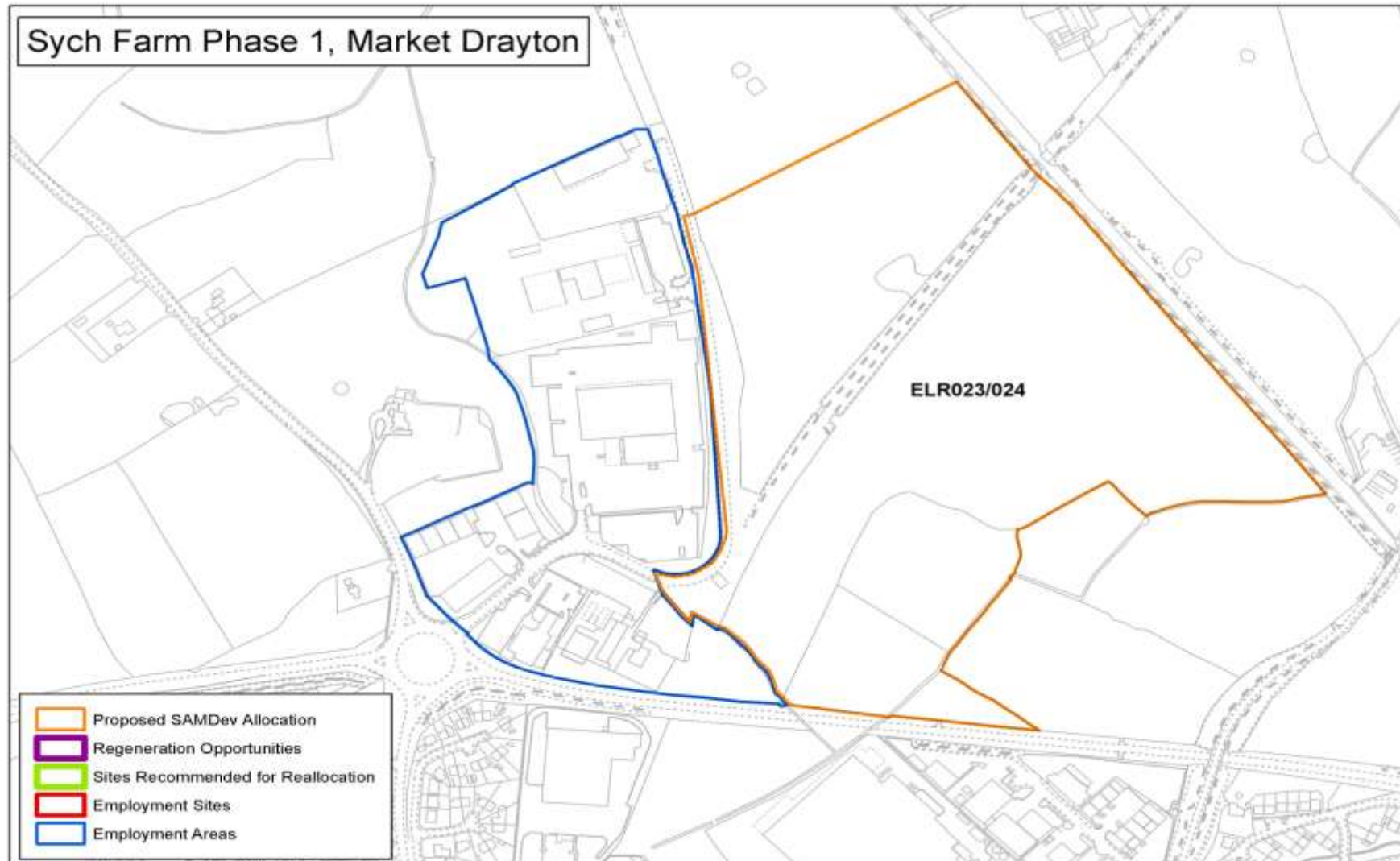
Sites for Specific Occupiers

Recycling/ Environmental Industries Sites

Roadside employment area, prominently located at the A53/A529 junction. While the wider area includes a diverse mix of uses, the modern terraced industrial units are of particular value as the only source of modern, good quality space in Market Drayton. 16 ha of additional employment land is proposed in the SAMDev Plan here, a key source of future supply for the town

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | |
|--|---|--|
| Address Ellesmere Business Park Off A495 Ellesmere SY12 0EW North West Spatial Zone | | Category to link LA policy description <i>Core Strategy:</i> CS3, CS13, CS14 <i>SAMDev:</i> MD9 |
| Description Modern high quality business park, in an out of town location, off the A495 west of Ellesmere. The area has a diverse property offer, which extends to include self-contained offices, larger industrial/warehouse units and a scheme of Shropshire Council owned workshops. | Total Grade: B Characteristics* Critical mass: Average Accessibility: Good Prominence: Good Environment: Good | |
| Predominant Use Class (B1, B2, B8) | | B1(a, c)/B2/B8 |
| Area Size, ha | 2.63 | |
| Development Opportunities Employment Site LN2003/0003 (Ellesmere Business Park, off Oswestry Road - 6.15 ha, proposed SAMDev Site ELR074) has outline planning permission to create Phase II of the business park (App. No. NS/08/02135/OUT), potentially some 15,500 sqm of new B1, B2, B8 accommodation. In 2012 the landowners renewed that permission. Employment Site NS2006/00725 Plots 2 and 3, Ellesmere Business Park – 0.42 ha, proposed SAMDev Site ELR076) has full planning permission App. No. 10/04386/FUL) for an 845 sqm B8 warehouse and associated offices for Oakdale Beds. | | |
| Recommendations: <i>Updating the Employment Land Review and Sites Assessment 2011</i> <ul style="list-style-type: none"> • The 2011 Employment Land Review and Sites Assessment noted that Ellesmere Business Park includes Phase II land, a longstanding site with the potential to provide a high quality extension to the existing Business Park. The land is constrained by flooding along boundary and need for gap funding of services and access. However, with appropriate investment, it was still judged to be a viable employment site (albeit one likely to come forward later in the Local Plan period). For this reason the Phase II site is now proposed for employment uses in the SAMDev, • Ellesmere Business Park is a successful local business park, prominently located and with a high quality property offer not found in any other rural scheme in northern Shropshire. Although the Phase II site has not been brought forward over the 2010-13 period, this is not unexpected given recent recessionary conditions and the identified constraints of the site. The fact that the landowner has recently renewed the planning permission suggests an ongoing aspiration to develop this land for employment uses when market demand supports such a scheme. The Employment Land Review and Sites Assessment recommendation to protect Employment Site LN2003/00037 as a (long term) land allocation therefore remains valid. | | |

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses.
- Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network
- Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment.
- All applications on the Business Park should be required to show how they will maintain (and enhance) both the high built/environmental quality of Ellesmere Business Park and the employment areas' economic activities. In considering economic enhancement regard should be given to issues such as wage rates, job numbers, achievement of higher level skills and the key industry sectors identified as important for Shropshire
- This level of protection should be applied equally to both the existing Business Park and the identified expansion sites, to ensure the quality and integrity of the Park is maintained in the future. It should also be applied to all types of application, including development, redevelopment and change of use proposals.

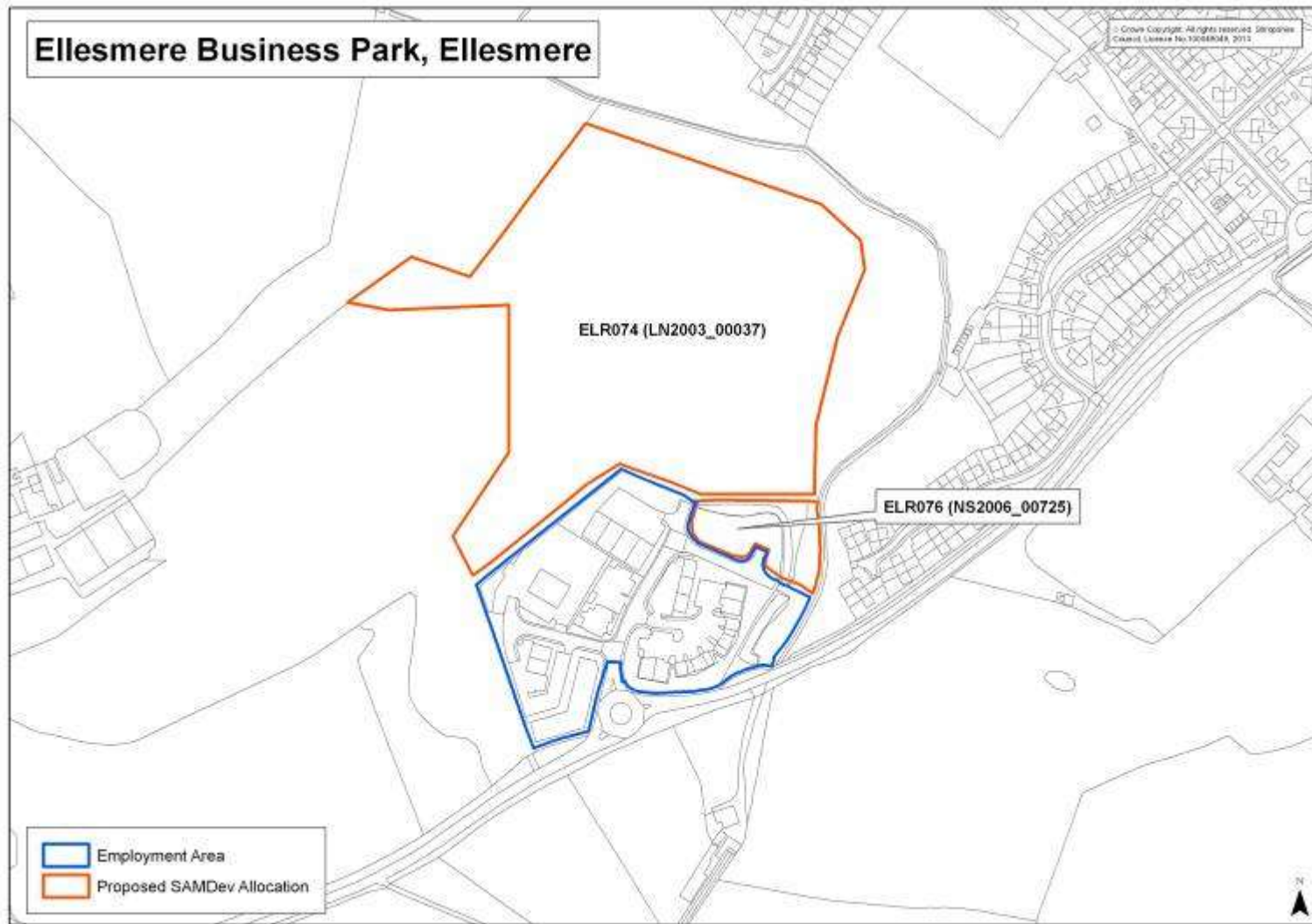
Future Role

General industrial/business area
Incubator /SME Cluster Site
Recycling/environmental industries site

Modern business park providing good quality industrial and office accommodation to a large rural catchment in northern Shropshire. Although small at present, the area has substantial growth options which are expected to be brought forward in the long term.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|------|---|--|
| Address | | Category to link LA policy description | |
| Fullwood and Fabdec Grange Road Ellesmere SY12 9DG | | Core Strategy: CS3, CS13, CS14 | |
| North West Spatial Zone | | SAMDev: MD9 | |
| Description | | Total Grade: B/C | |
| A group of moderate quality industrial properties, in use by two major local employers (Fullwood and Fabdec), adjacent to housing and prominently located on the A528 in the north of Ellesmere. | | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Average | |
| Predominant Use Class (B1, B2, B8) | | B2 | |
| Area Size, ha | 3.24 | | |
| Development Opportunities | | | |
| Employment Site LN2003/00036 (Off Grange Road, Ellesmere - 3.02 ha) is now identified as a proposed allocation in SAMDev. | | | |
| Recommendations: | | | |
| <i>Updating the Employment Land Review and Sites Assessment 2011</i> | | | |
| <ul style="list-style-type: none"> • The Employment Land Review and Sites Assessment noted Employment Site LN2003/00036 is constrained by potential ground conditions, its location in a residential area, the limited demand for expansion land from adjoining businesses and need for public sector funding for access and services. Allowing for these constraints may reduce the net developable area to 1.20 ha • Employment Land Review did recommend the retention of this site for employment uses as (apart from the expansion land for Ellesmere Business Park) it is the only large employment site in Ellesmere. However, the Review also recommended that expectations about the delivery and development of the land should be tested through the investigation of ground conditions to determine the actual developable area of land, the infrastructure investment requirements and the demand for development land at this location • The situation at this location does not seem to have changed over the 2010-13 period and Fullwood and Fabdec have not shown additional interest in the identified land. Employment Land Review and Sites Assessment recommendations therefore remain valid. | | | |

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Protection of key occupiers – The area is occupied by two key employers (Fullwood and Fabdec) who make a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Shropshire should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former
- Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy).
- Employment Site LN2003/00036 (Off Grange Road, Ellesmere) is an allocated employment site and would be suitable for B1 (a, b, c), B2, B8 uses. Consultations undertaken for the 2011 Employment Land Review and Sites Assessment also suggest that there is demand for housing at this location. Any application for housing (or any other non B-Class employment use) at this location must prove that (after significant market testing) there is no demand for employment uses here and/or that the site is physically unsuitable for employment development, but suitable for the use proposed.

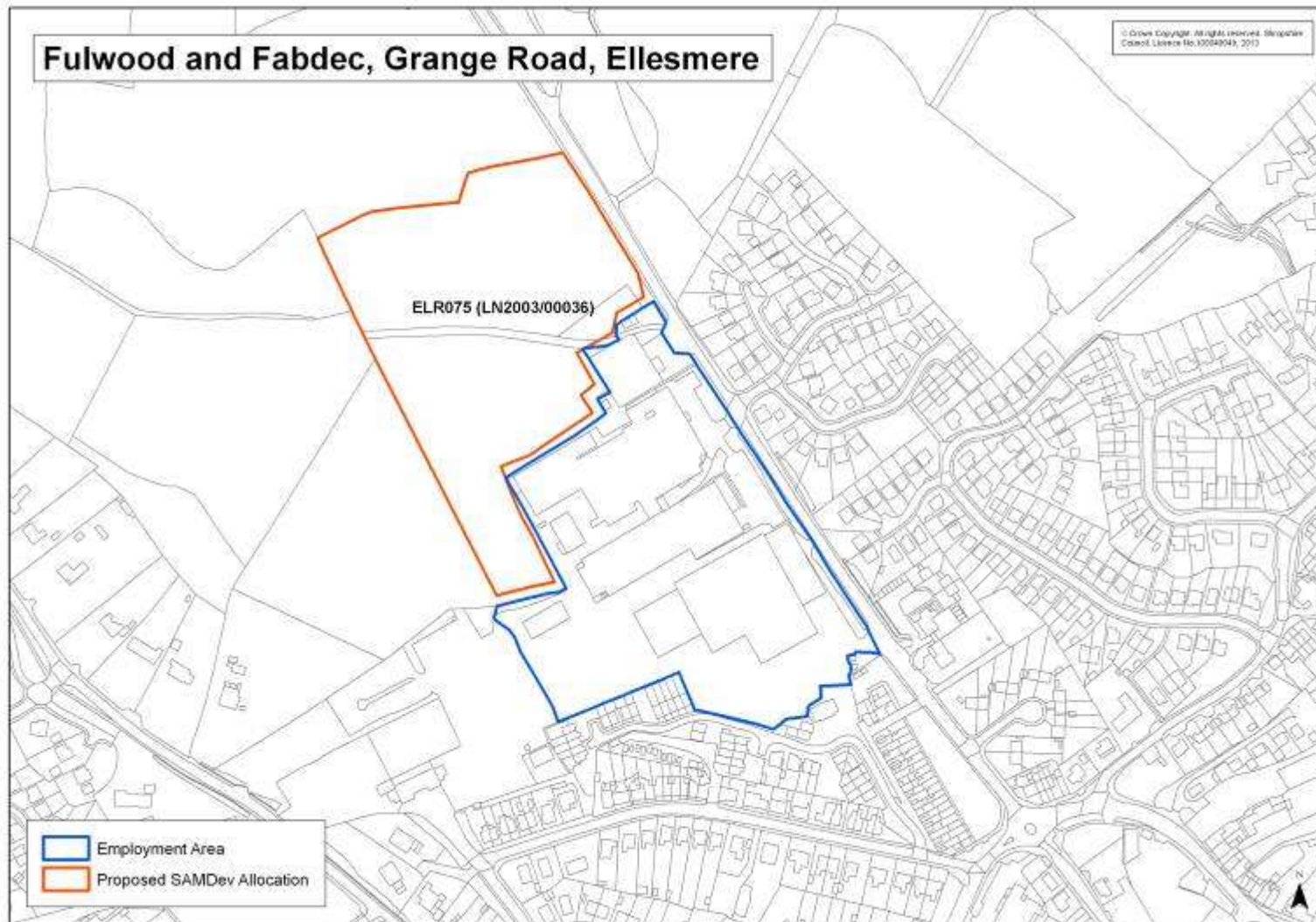
Future Role

**General industrial/business area
Sites for Specific Occupiers.**

A strategic site, on a main road location in northern Ellesmere, the area is occupied by two of Ellesmere's key employers. Some 3.34 ha of employment land is available to the north, comprising the only large employment option in the town which is not linked to Ellesmere Business Park. The site does have constraints which may reduce the developable area and further research is required both into ground conditions and the demand for land here.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

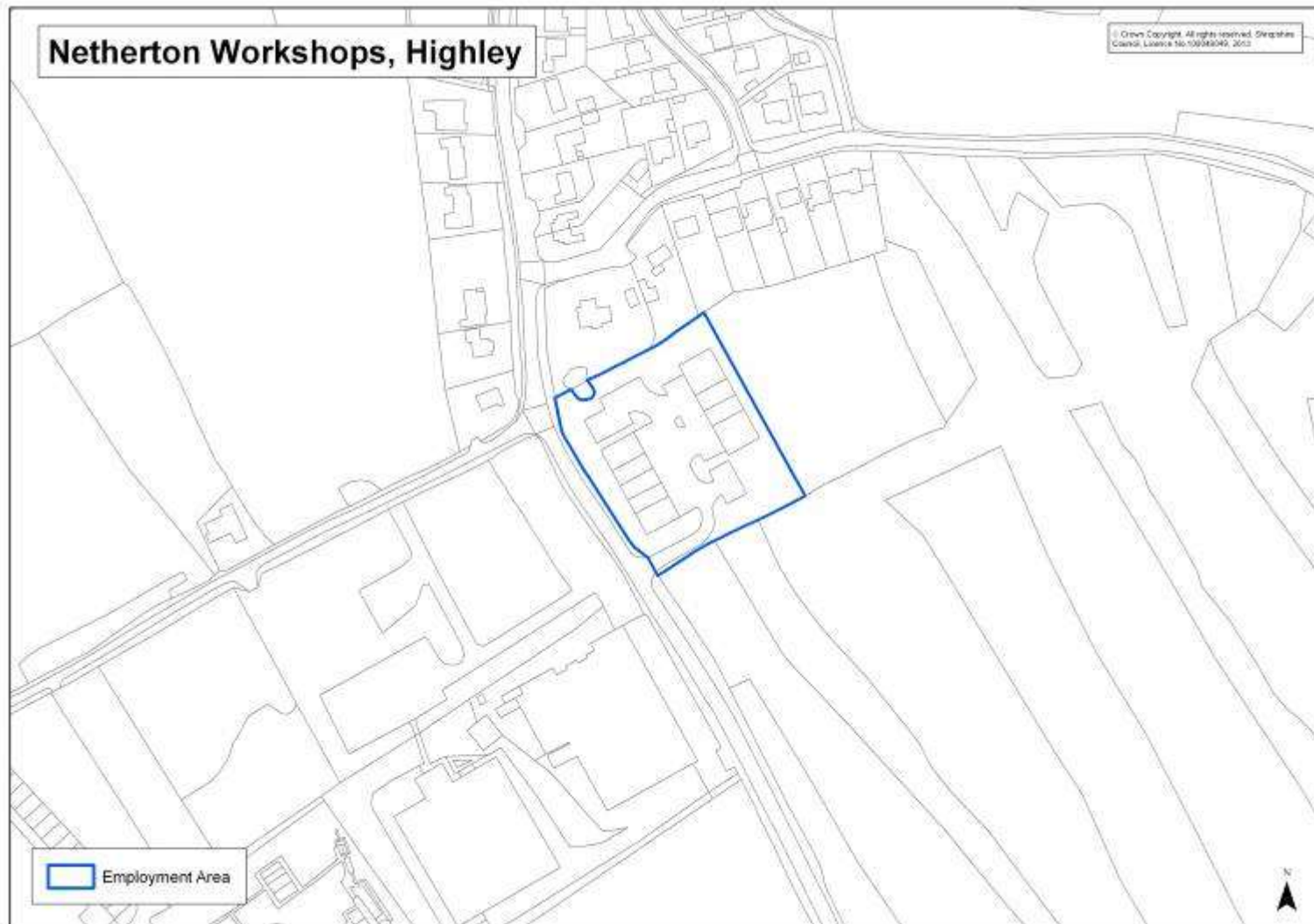
*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
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| Address | | Category to link LA policy description | |
| Netherton Workshops Off the B4555 Highley WV16 6NN East Spatial Zone | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description | | Total Grade: C | |
| A small scheme of moderate quality, terraced industrial units, in two rows. The units are in an edge of settlement location, bounded by housing and a golf club. | | Characteristics* Critical mass: Average Accessibility: Average Prominence: Average Environment: Average | |
| Predominant Use Class (B1, B2, B8) | | B1(c) | |
| Area Size, ha | 0.64 | | |
| Development Opportunities | | | |
| There is planning consent (12/01517/FUL) for the development of 12 terraced B1(c) light industrial units (totalling 1,919 sqm) on 0.59 ha of greenfield land to the west (south of housing). | | | |
| Recommendations: | | | |
| <i>Updating the Employment Land Review and Sites Assessment 2011</i> | | | |
| <ul style="list-style-type: none"> The Employment Land Review and Sites Assessment identifies the need for an additional 1 ha of employment land in Netherton, to meet needs for small workshops, offices and grow-on space (including freehold options), but judges this to be a low priority. If the above planning consent is brought forward it will largely address this need. | | | |
| Policy Guidance**: | | | |
| A safeguarding policy should provide this site with the following degree of protection: | | | |
| <ul style="list-style-type: none"> Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses Applications for other non B-Class employment, or other alternative uses should not generally be supported. This very small site is fully developed and proposals for alternate use are likely to prejudice the efficient and effective uses of the area for B class employment. | | | |
| Future Role | | | |
| General industrial/business area Recycling/environmental industries site Incubator /SME Cluster Site | | | |
| Local workshop scheme, meeting the needs of Highley and its surrounding rural hinterland. | | | |

*Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).

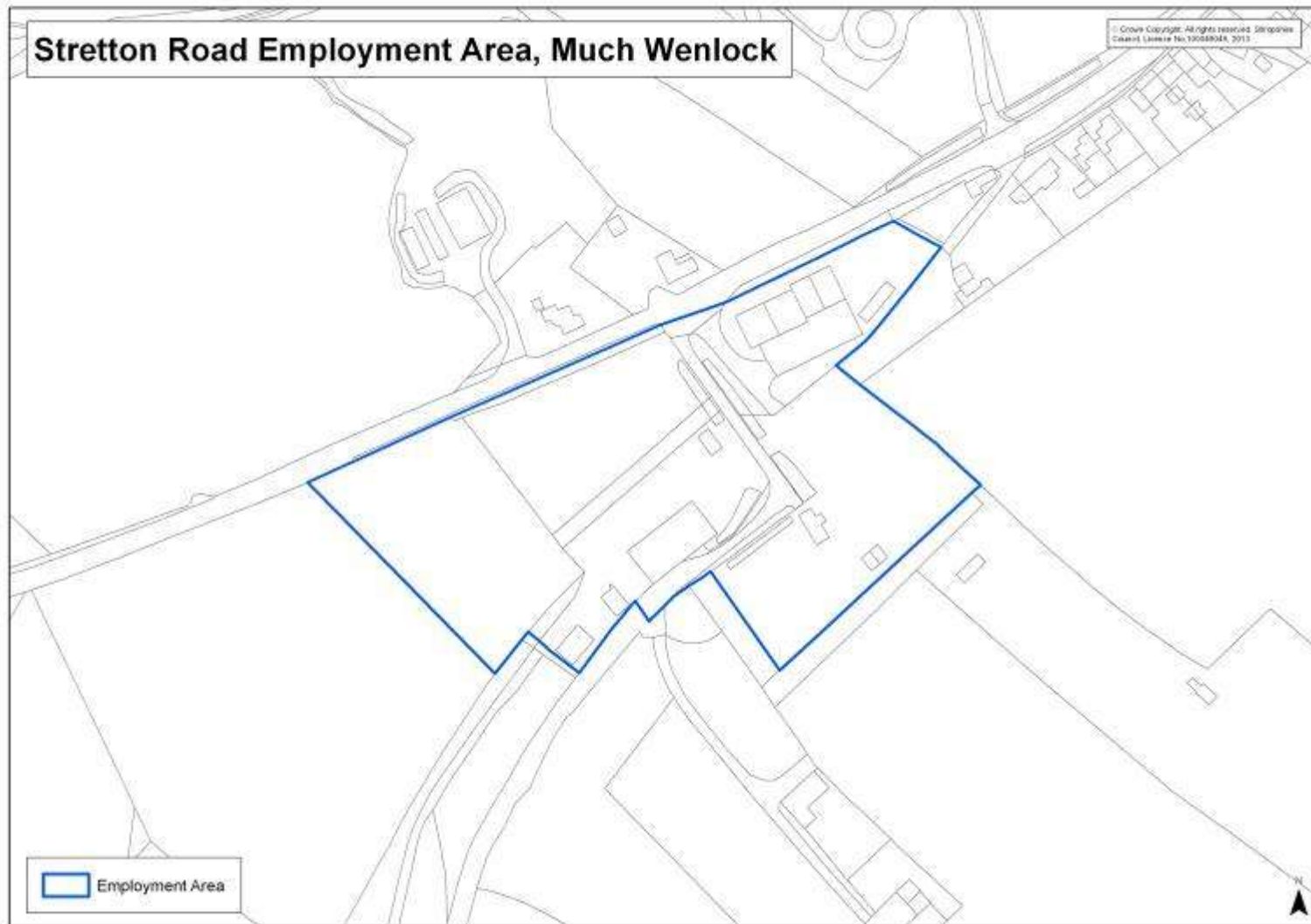
** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.



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| Address Employment Area Stretton Road Much Wenlock TF13 6DD East Spatial Zone | | Category to link LA policy description <i>Core Strategy:</i> CS3, CS13, CS14 <i>SAMDev:</i> MD9 |
| Description Small low density employment area on a main road location heading west out of Much Wenlock. Much of the area is in use as a car park and two lorry parking and open storage sites | Total Grade: C/D Characteristics* Critical mass: Poor Accessibility: Average Prominence: Good Environment: Average | |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B8 |
| Area Size, ha | 1.92 | |
| Development Opportunities None | | |
| Recommendations: <i>Updating the Employment Land Review and Sites Assessment 2011</i> <ul style="list-style-type: none"> The Employment Land Review and Sites Assessment identifies the need for an additional 1 ha of employment land, to meet needs for small workshops, offices and grow-on space (including freehold options), but judges this to be a medium priority. Although there may be opportunities to reuse open land within the Stretton Road Employment Area, this is unlikely to provide a full hectare of employment land Policy Guidance**: A safeguarding policy should provide this site with the following degree of protection: <ul style="list-style-type: none"> Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses. Exceptionally, uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. Retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported in this rural employment area. Non B class uses should only be considered if it can be shown that they provide on-site support facilities (e.g. a café serving the businesses) or demonstrates an economic enhancement over and above B class uses. Such development should however not prejudice the efficient and effective uses of the remainder of the area for B class employment. | | |
| Future Role General industrial/business area Local employment scheme, providing a small number of workshop units and yards, along with local car parking facilities. | | |

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | |
|---|--|---|
| Address Bishops Castle Business Park B4385 Brampton Road Bishop's Castle SY9 5BX. South Spatial Zone | | Category to link LA policy description |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 |
| Description Small modern business park in an edge of settlement location off the A488, with greenfield/brownfield expansion land surrounding and a wastewater treatment facility to the south. Uses in the area include a veterinary surgery, building supplies company and waste processing centre. | Total Grade: C | |
| | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Good Environment: Good | |
| Predominant Use Class (B1, B2, B8) | | B1(c)/B2/B8 (Sui Generis Veterinary Surgery) |
| Area Size, ha | 1.57 | |
| Development Opportunities Employment site SS1989/01127 (Adj Junction A488/B4385, Bishops Castle Business Park - 2.72 ha). Formally in Council ownership the land at ELR045 has now been sold to a private developer whose plans remain unknown at this time. If brought forward the site could deliver some 9,365 sqm of B2 industrial accommodation. This land is now identified in the SAMDev Plan as Land at Bishops Castle Business Park, Phase II (2.80 ha). The Plan requires that the land to be made readily available through the provision of highway accesses from Phase I and through the servicing of the land into development plots to be marketed to end users. Employment site SS2007/19386 (Plot E, Bishops Castle Business Park, Bishops Castle - 0.09 ha) is proposed for starter workshops (some 442 sqm of B1(c)/B2 space). 0.27 ha of land north east of the Veterinary Surgery (Crowgate Plot 1A) has full planning permission (App. No. 11/00098/FUL) for the redevelopment of an existing redundant child care facility to provide a 386 sqm B1(c) workshop and associated offices. | | |
| Recommendations: <i>Updating the Employment Land Review and Sites Assessment 2011</i> <ul style="list-style-type: none"> • The Employment Land Review and Sites Assessment noted that Bishops Castle Business Park has existing expansion land, albeit land where the character, scale and design of any acceptable uses is constrained by the surrounding rural environment. This land was judged sufficient to meet local needs and further allocations in Bishops Castle were accorded a low priority. • This recommendation is reflected in the SAMDev which does not propose any additional employment allocations. However, the does identify Land at Bishops Castle Business Park, Phase II (discussed above) as the most sustainable location for future employment provision in the town and will retain this site, for employment use, into the future. • The lack of further land take-up at Bishops Castle Business Park, over the 2010-13 period, suggests that demand has not increased in this location and that the above recommendation (that the allocation of further employment land in Bishops Castle is not a priority) remains valid. | | |

Policy Guidance**:

A safeguarding policy should provide this site with the following degree of protection:

- Applications for B class use (B1 (a, b, c), B2, B8) should be permitted subject to the proposals not having a significant adverse impact on surrounding local uses
- Uses which have trade links with employment uses (such as car showrooms, tyre and exhaust centres, or trade counters) may be permitted subject (amongst other planning considerations) to an assessment of this likely impact on the surrounding local transport network. This reflects the reality that trade uses (Bishops Castle Building Supplies) and a Veterinary Surgery (Crowgate Veterinary Surgery) already operate from this area
- Other retail (A1-A2), food (A3-A4), non-residential institutions (D1) and other non B class employment uses should not generally be supported. The small size, rural location and industrial nature of the area make it unsuitable for such uses.

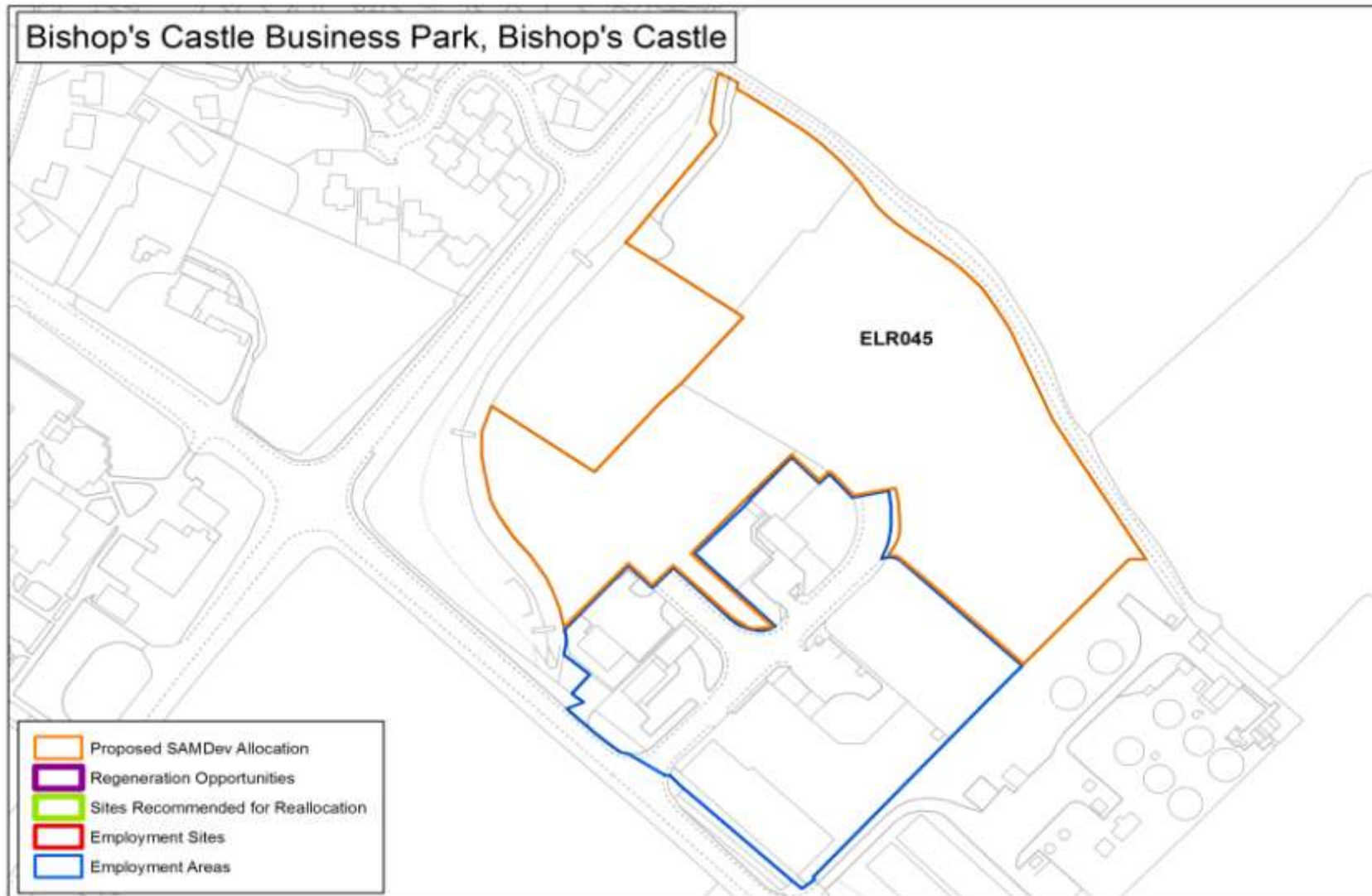
Future Role

**General industrial/business area
Recycling/environmental industries site**

Local business park, offering modern (primarily) workshop space to a small, diverse group local businesses.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

*** This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*



| | | | |
|---|--|---|--|
| Address BritPart Campus The Grove A49/A489 Junction Craven Arms SY7 8DA South Spatial Zone | | Category to link LA policy description | |
| | | Core Strategy: CS3, CS13, CS14 SAMDev: MD9 | |
| Description Large, modern manufacturing facilities for BritPart, in a rural location off the A49, north of Craven Arms | Total Grade: C | | |
| | Characteristics* Critical mass: Poor Accessibility: Good Prominence: Average Environment: Average | | |
| Predominant Use Class (B1, B2, B8) | | B2 | |
| Area Size, ha | 14.67 | | |
| Development Opportunities There is a proposed SAMDev allocation to the south (Land at Newington Farm, A49 North, Employment Land Review Ref. 053 – 7.91 ha). However, this site is separated from the BritPart Campus by the River Onny and an area of greenfield land. | | | |
| Recommendations: <i>Updating the Employment Land Review and Sites Assessment 2011</i> <ul style="list-style-type: none"> The BritPart Campus is not directly referred to in the Employment Land Review and Sites Assessment Employment Land Review identifies the need for an additional 2 ha in Craven Arms, as a medium priority. However, a number of SAMDev allocations are proposed on land to the south which can meet this need. <p>Policy Guidance**:</p> <p>A safeguarding policy should provide this site with the following degree of protection:</p> <ul style="list-style-type: none"> Protection of key occupiers – The area is occupied by a key employer (highlighted above) who makes a significant economic contribution to the wider economy of Shropshire. Although it is beyond the scope of planning policy to interfere with the internal operations of any business, third party applications which will result in the loss of that business to Craven Arms should not be supported. Where an application would result in the permanent loss of a key employer, Shropshire Council should require the applicant to provide a full description of the economic impacts of their proposal (job losses, impacts on supply chain companies, etc.), the economic benefits of the proposal (jobs protected, new jobs created and how these are justified) and how the latter will outweigh the former Conversely applications which would allow the key employer to grow within this employment area, or make a necessary relocation to another employment area within Shropshire, should be supported (subject to the other policy guidance made here and existing planning policy). | | | |

Future Role

Site for Specific Occupiers

Strategic site, occupied by a key employer for South Shropshire.

**Options for Characteristics are Good, Average, Poor or N/A (Not Applicable).*

***This advice is offered without consideration of other planning, traffic/highways issues, etc. which might render some applications inappropriate on particular employment areas. It is clearly for Shropshire Council to judge proposals on this merits taking account of these factors.*

