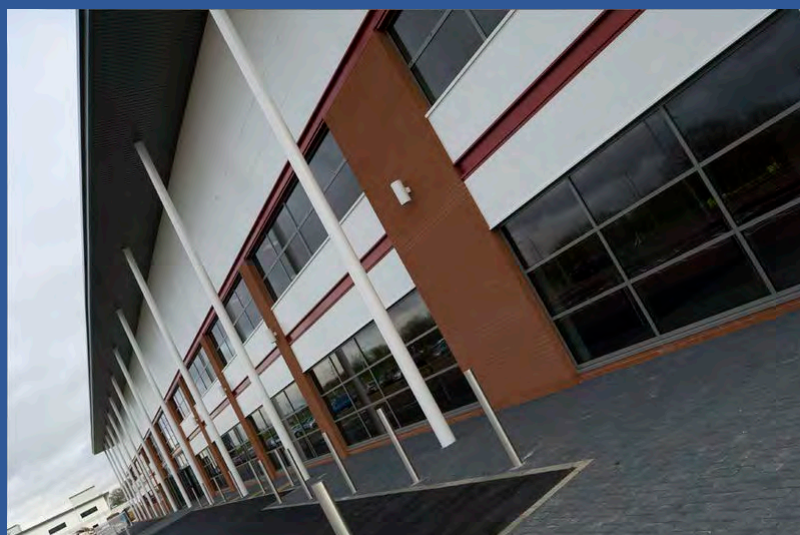




South Staffordshire EDNA Part 2: Economic Land Availability Assessment



A Report for



**South Staffordshire
Council**

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1. Introduction

- 1.1. This report presents Part 2 of the EDNA study – the Economic Land Availability Assessment, to inform the local planning process of South Staffordshire District Council (SSDC). The Part 2 report assesses site options for employment and will inform potential allocations for new employment land over the emerging plan period.
- 1.2. In building a strong and competitive economy, at the time of the writing of this report, the National Planning Policy Framework (NPPF) requires that planning policies should (paragraph 81)¹:
 - a) Set out a clear economic vision and strategy which positively and proactively encourages sustainable economic growth, having regard to Local Industrial Strategies and other local policies for economic development and regeneration;
 - b) Set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;
 - c) Seek to address potential barriers to investment, such as inadequate infrastructure, services or housing, or a poor environment; and
 - d) Be flexible enough to accommodate needs not anticipated in the plan, allow for new and flexible working practices (such as live-work accommodation), and to enable a rapid response to changes in economic circumstances.
- 1.3. To achieve these, NPPF requires local planning authorities to have an adequate, up to date and relevant evidence base; to ensure that assessments for housing and employment supply are integrated; and that assumptions made about the availability, suitability and (economic) viability of developments for these purposes are realistic.
- 1.4. A report presenting up to date and relevant evidence - Part 1 of EDNA, was produced in August 2018², drawing on methodological tasks compliant with NPPF and the national Planning Practice Guidance (PPG). The main purpose of the Part 2 EDNA is to identify a potential supply of land that is suitable, available and achievable for economic (employment) development needs of the area over the plan period. The land availability assessment aims to:
 - Identify sites and broad locations with potential for development;
 - Assess their development potential; and
 - Assess their suitability for development and the likelihood of development coming forward (availability and achievability).

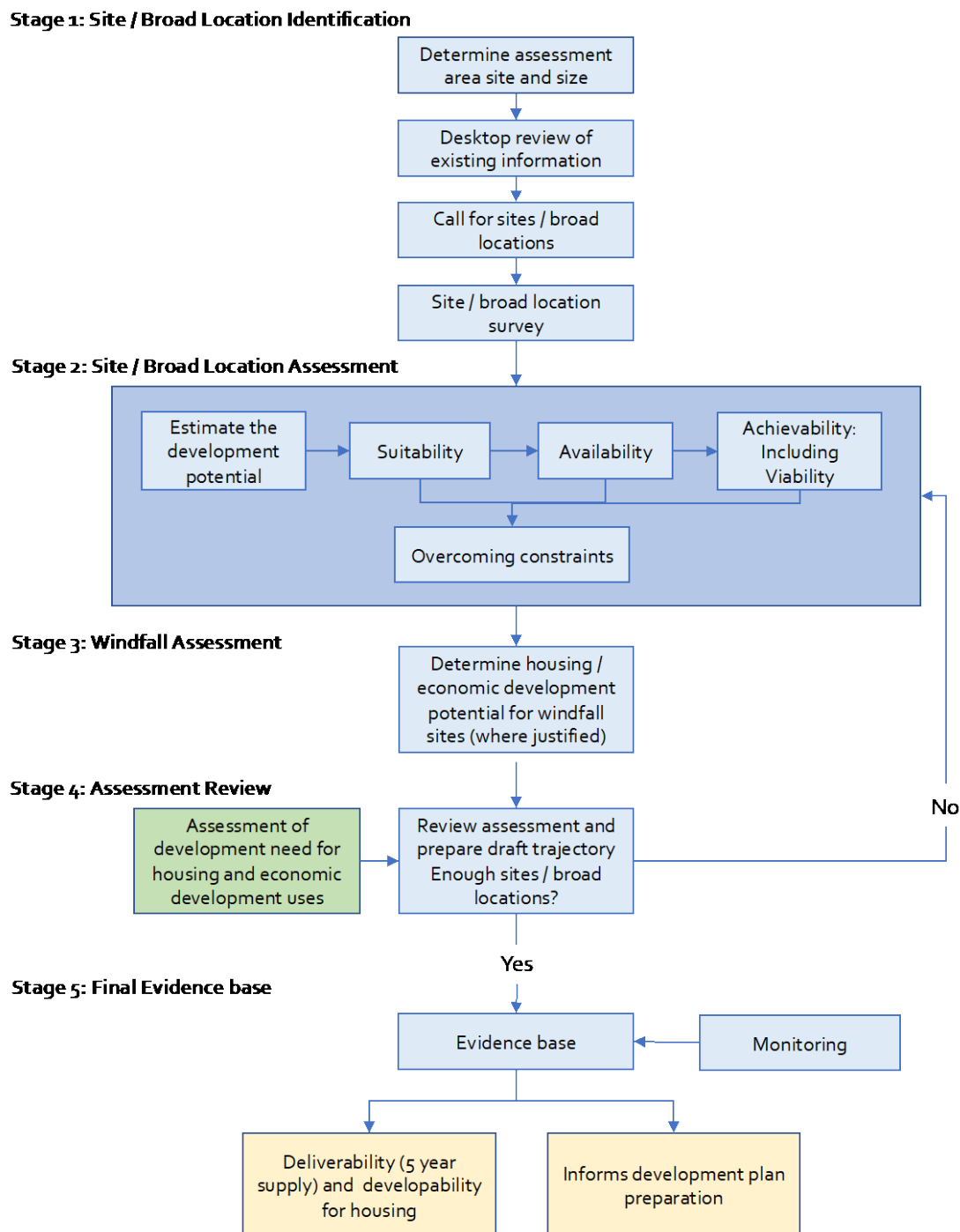
¹ <https://www.gov.uk/government/publications/national-planning-policy-framework--2> (19 February 2019)

²

<https://www.sstaffs.gov.uk/doc/179880/name/South%20Staffs%20EDNA%20Final%20Report%2007%2009.pdf/>

- 1.5. To meet these requirements, this report assesses potential sites in two stages. The first stage (as set out in section 3 of this report) follows the methodology recommended by the PPG, presented in Figure 1.1.

Figure 1.1: Methodology - Housing and Economic Land Availability Assessment



- 1.6. This methodology fully considers all employment land supply site options that could provide reasonable alternatives in accordance with the PPG guidance on economic land availability

assessments. The guidance states that assessment of sites is based on a survey of sites to assess if they are suitable, available and achievable within the authority's plan period – this also needs to be broadly consistent with SSDC's assessment of housing as above and as required by PPG.

- 1.7. Therefore, sites have been assessed on the basis of reviewing background information and site visits from Colliers International. Sites have been then categorised as: 'unsuitable', 'potentially suitable' or 'suitable' (so that these are consistent with the SHELAA of potential housing sites). It needs to be noted that all sites assessed in Part 2 EDNA are subject to current policy constraints (e.g. Green Belt designation), with the purpose of this initial site assessment to determine if sites are 'potentially suitable'³ or if other physical/market attractiveness constraints exist to render them 'unsuitable'.
- 1.8. The 'potentially suitable' sites were then taken forward for a more detailed assessment (as set out in section 4 of this report). The assessment criteria used are consistent with those used for assessing the existing employment stock (and existing employment land supply) in the EDNA Part 1. This assessment considers market attractiveness, sustainable development and strategic planning factors to assess sites. Figure 4.3 in section 4 of the report also provides an early assessment for each of the 'potentially suitable' sites in terms of:
 - Potential suitability to meet local and/or cross boundary strategic needs;
 - Potential use classes/types of development - ability to meet the requirements of certain key sectors, ability to contribute towards a balanced portfolio of employment land (i.e. varying types and sizes); and
 - Alignment with key economic objectives e.g. Stoke and Staffordshire and the Black Country SEP objectives.
- 1.9. In summary, this report is structured as follows:
 - Section 2 provides an overview of the planning policy context underpinning EDNA and key findings that emerged during Part 1 of the study.
 - Section 3 presents an overview of the sites reviewed in South Staffordshire.
 - Section 4 presents more detailed assessment of sites that have been assessed as potentially suitable for development.
 - Section 5 draws conclusions.

³ Where sites are otherwise deliverable but are in the Green Belt/Open Countryside then they will be classed as 'potentially suitable'.

2. Planning Policy Context and Requirements

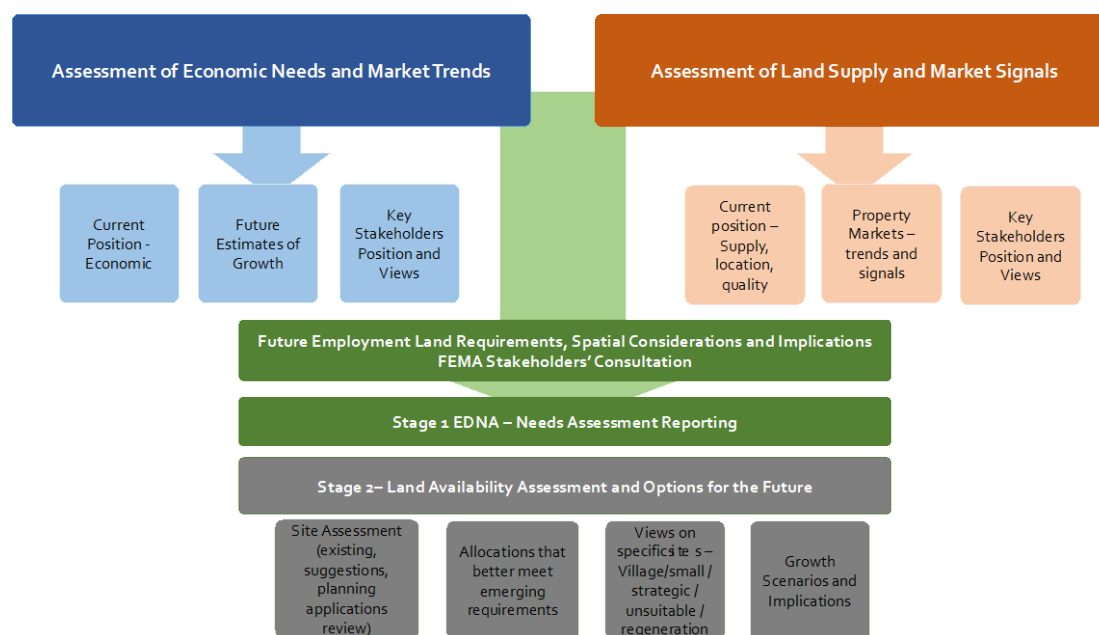
- 2.1. All planning authorities have a strategic plan that provides a framework for the future planning of their area, known as a Local Plan. South Staffordshire's current Local Plan is made up of two main documents:
 - a. Tier 1 - the Core Strategy, which was adopted in December 2012; and,
 - b. Tier 2 - Site Allocations Document (SAD), adopted September 2018.
- 2.2. SSDC adopted its Core Strategy in December 2012. The Core Strategy sets out the strategic vision and objectives for the District up to 2028, which the Local Plan is aiming to achieve including the levels of development to take place and broad locations for these developments.
- 2.3. However, a number of developments have taken place since the adoption of the Core Strategy in 2012 including SSDC adopting its Site Allocation Document (SAD) in September 2018, and a new NPPF and updates to the PPG. In recognition of housing issues (i.e. shortfall) across the Greater Birmingham Housing Market Area (GBHMA), which includes South Staffordshire, and also the requirement to reassess employment land needs, the SAD also committed to an early Local Plan review, with preparation of this currently underway.
- 2.4. These developments have meant that new supporting evidence is required to ensure that the new Local Plan is based on robust evidence of economic needs for the anticipated plan period. The Ministry of Housing, Communities and Local Government (MHCLG) published the revised NPPF on 24 July 2018, with a subsequent minor update to the NPPF published in February 2019. This was the first revision of the National Planning Policy Framework since 2012. It implemented around 85 reforms – with the presumption of sustainable development to deliver the following three key objectives at its heart:
 - An economic objective – to help build a strong, responsive and competitive economy by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity and by identifying and coordinating the provision of infrastructure;
 - A social objective – to support strong, vibrant and healthy communities by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
 - An environmental objective – to contribute to protecting and enhancing our natural built and historic environment including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change including moving to a low carbon economy.
- 2.5. Within this broad context and as mentioned in the introduction, the NPPF 2019 requires local planning authorities to have an adequate, up to date and relevant evidence base; to ensure that

assessments for housing and employment supply are integrated; and that assumptions made about the availability, suitability and (economic) viability of developments for these purposes are realistic. To deliver these, the EDNA study consists of two parts:

- **Part 1** – involved the production of an EDNA, compliant with NPPF 2019 and PPG. This was published in August 2018 and identifies the Functional Economic Market Area (FEMA) within which South Staffordshire sits and objectively assessed employment land requirement for South Staffordshire on the basis of its economic needs (current and future). Employment land requirements covered the following use classes:
 - B1(c) – light industrial, for businesses involving with light industrial processes⁴;
 - B2 – general industrial uses involving industrial processes other than B1; and
 - B8 – referring to uses for storage or as a distribution centres (wholesale warehouses, distribution centres and repositories).
- **Part 2** – involves the production of a PPG compliant land availability assessment and recommendations on potential options to meet employment needs, as set out in this report.

2.6. Figure 2.1 presents the approach that has been adopted by WECD to meet the overall requirements of the EDNA study.

Figure 2.1: EDNA and Assessment of Industrial Land Requirements



Source: WECD

EDNA Part 1 - Overview of Main Findings

2.7. Part 1 defined the South Staffordshire FEMA drawing on a range of indicators that explored and

⁴ That can be carried out in any residential area without causing detriment to the amenity of the area.

demonstrated the economic relationships and linkages between South Staffordshire and adjacent local authorities. It focused on the needs of South Staffordshire but at the same time it discussed the wider property market and economic context and inter-relationships with the Black Country and the wider sub-region.

- 2.8. In estimating employment land demand, both the economic forecasts and past completions data in South Staffordshire were used, with the latter including those which arose from development meeting the needs of the Black Country (i.e. those arising from part of a wider FEMA). Appendix A provides more detail on the methodology adopted.
- 2.9. An overview of the supply side was also undertaken and the report drew conclusions towards a portfolio of employment land concentrating on the likely demand arising from the needs of South Staffordshire rather than the FEMA more widely.⁵ The main findings and conclusions of this report are summarised in the next paragraphs. For example, the study established that:
- South Staffordshire is not a self-contained economic area and its FEMA consists of South Staffordshire, Wolverhampton, Walsall, Dudley and Cannock Chase.
 - In terms of supply of land, total available developable land in South Staffordshire to be relied upon to meet future employment demand was estimated at circa 105 ha. This supply incorporates extensions to i54 and ROF Featherstone that were allocated through the SAD.
 - In terms of future demand, it was estimated that future demand for employment land would be between 67 ha (i.e. if all continues as in the past) and 86 ha (including estimated GVA growth).
 - Comparing likely demand for employment land with the most likely supply situation yielded some excess supply of land. This could range between 19ha and 38ha as shown in in Figure 2.2.

Figure 2.2: Comparison of Demand of and Supply to 2037/38 for South Staffordshire

Future Demand	Demand (ha)	Supply (ha)	Balance (ha)
Based on Trends (i.e. past completions)	67	105	+ 38 (supply)
Based on growth estimates	86	105	+19 (supply)

- 2.10. Within this context, Part 1 EDNA concluded that within a 20-year planning period:

- SSDCs estimated employment demand is around 67-86 ha to 2037/2038, i.e. circa 4ha per annum.
- For the needs of South Staffordshire there is an overall positive balance of employment

⁵

<https://www.sstaffs.gov.uk/doc/179880/name/South%20Staffs%20EDNA%20Final%20Report%2007%2009.pdf/>

land within this period - in that there is more supply than likely future demand in both future scenarios. This assessment also provides a reasonable margin under either future growth scenario i.e. future growth levels similar to the past but also accommodating the economic growth aspirations for the wider region.

- This conclusion is also further supported by the fact that past completions already incorporate trends of employment land coming forward to meet some sub-regional needs i.e. reflecting growth above requirements generated by South Staffordshire alone. Therefore, it was recommended that there is not an immediate need to allocate further employment land (given that some of the supply came forward relatively recently in the context of wider sub-regional needs including the extensions of i54 and ROF Featherstone).
 - Outside of the more strategic sites, the majority of employment land supply is near the main or local service villages. However, there is no great level of supply within the villages themselves, and as such, the potential for some minor infill development should not be ruled out.
- 2.11. At the time of the writing of the EDNA 1 report for South Staffordshire, there was also a potential future gap in employment land provision in the Black Country of between circa 270 ha (baseline position for the Black Country) and 540 ha (aspirational scenario for the Black Country).
- 2.12. The existing strong policy links between South Staffordshire and the Black Country (as stated in the respective adopted Core Strategies but also taking into account that Sandwell is not part of the South Staffordshire FEMA) suggests that any oversupply in South Staffordshire could potentially contribute towards meeting the future employment land requirements of the wider FEMA, including a proportion of the Black Country gap.

South Staffordshire Strategic Housing and Economic Land Availability Assessment

- 2.13. The South Staffordshire Strategic Housing and Economic Land Availability Assessment (SHELAA) was published in October 2018⁶ and presents potential housing and employment sites in the district. The SHELAA is not a statutory planning document. It is not a Council policy document, nor does it allocate land. It is a technical background document that forms a key part of the evidence base for the Local Plan in identifying land, which is suitable, available and achievable for housing development over the plan period.
- 2.14. The SHELAA considered a wide range of sites for the provision of future housing in South Staffordshire. It concluded that although the SAD allocates land for a minimum of 891 dwellings and allocates further safeguarded land to deliver 1,750 dwellings, the vast majority of potentially suitable new supply from village or urban area extensions would require development on Green Belt land. Furthermore, the Council's current spatial strategy (as set out in Core Policy 1 of the Core Strategy) does not allow for urban extensions to adjacent urban

⁶ <https://www.sstaffs.gov.uk/planning/shlaa-5-year-supply.cfm>

areas.

- 2.15. There are also large areas of land suggested for housing development in Open Countryside locations adjacent to existing villages (e.g. Penkridge and Wheaton Aston) or neighbouring urban areas - though this would be contrary to the Council's current Open Countryside policy (Policy OC1 of the Core Strategy).
- 2.16. The housing requirement of the district's Local Plan review is yet to be confirmed. Therefore, the degree of any shortfall in the SSDC's future housing supply cannot be confirmed at this stage. In light of the need to find future housing supply, there will be a need to review existing planning policies constraining housing supply, through the Local Plan review.
- 2.17. To enable this review to take place, a number of evidence base studies (including EDNA) is undertaken. Once an appropriate evidence base is prepared SSDC will be in a position to determine which 'potentially suitable' sites may be made 'suitable' through policy alterations in the Local Plan review. At the same time, updated evidence may show that some 'potentially suitable' sites are 'unsuitable' in light of more detailed local evidence. Ultimately, sites that are not currently developable due to policy constraints cannot be made suitable without changing the relevant policy through the Local Plan review.

3. Stage 1 Assessment of Availability and Suitability of Sites

- 3.1. The approach adopted to establish this has followed the methodological steps in Figure 1.1. These are described in more detail below and in the next section.

Site/Broad Location Identification

- 3.2. This stage of assessment involved a review of 25 sites of employment related land within the district of South Staffordshire. These were assessed by Colliers International on a number of factors that broadly fell within the areas of key constraints, market attractiveness, and strategic planning. [Appendix C](#) provides detailed assessment proformas for all these sites. The aim of this stage of the assessment is to identify and review as many potential sites as possible to assess their development potential so that there are options available that will be further explored through the Local Plan review process.
- 3.3. PPG identifies various sources of sites that may have development potential, both within and outside the planning process. This part of the work is informed by sites provided by SSDC and sites suggested through numerous 'call for sites' consultations undertaken by the Council. Sites have been included in this assessment irrespective of policy constraints (including Green Belt).
- 3.4. As stated in PPG, a range of different sites in terms of size need to be assessed, ranging from small-scale sites to opportunities for large-scale developments. To this purpose, **the 25 sites assessed totalled approximately 896 ha**, ranging from 1.92 ha to 297 ha.
- 3.5. The survey of sites was completed in August 2020, and as stated in PPG, it has recorded and produced:
- Site size, boundaries and location;
 - Current land use and character;
 - Land uses and character of surrounding area;
 - Physical constraints (e.g. access, contamination, steep slopes, flooding, natural features of significance, location of infrastructure/utilities);
 - What are the key factors in determining if a site is 'potentially suitable' e.g. site access; land levels; market attractiveness for different B Class uses (including access to SRN and workforce); and ability to provide adequate HGV parking (particularly for B8) to meet requirements of NPPF paragraph 107;
 - Potential environmental constraints;
 - Where relevant, development progress; and
 - An initial assessment of whether the site is suitable for a particular type of use.
- 3.6. Figure 3.1 provides an overview of the 'potentially suitable' sites surveyed and detailed records of all sites assessed have been included in [Appendix C](#) of this report.

Site/broad location assessment

- 3.7. The most recent PPG⁷ provides the following guidance in assessing the development potential of sites (paragraph 16):

'Development potential is a significant factor that affects the economic viability of a site / broad location and its suitability for a particular use. Therefore, assessing achievability (including viability) and suitability can usefully be carried out in parallel with estimating the development potential.'

- 3.8. For assessing suitability, the PPG offers the following guidance (paragraph 18):

'A site or broad location can be considered suitable if it would provide an appropriate location for development when considered against relevant constraints and their potential to be mitigated. When considering constraints, plan-makers may wish to consider the information collected as part of the initial site survey, as well as other relevant information, such as:

- national policy;*
- appropriateness and likely market attractiveness for the type of development proposed;*
- contribution to regeneration priority areas;*
- potential impacts including the effect upon landscapes including landscape features, nature and heritage conservation.*

Plan-makers need to assess the suitability of identified sites or broad locations for different forms of development where appropriate, taking into account the range of needs for housing, economic and other uses.

When assessing sites against the adopted development plan, plan-makers will need to take account of how up to date the plan policies are and consider the relevance of identified constraints on sites / broad locations and whether such constraints may be overcome. When using the emerging plan to assess suitability, plan-makers will need to account for potential policy changes or other factors which could impact the suitability of the site / broad location. For example, an emerging site allocation may enable development to come forward. This will have to be reflected in the assessment of achievability.

Sites in existing development plans or with planning permission can generally be considered suitable for development although it may be necessary to assess whether circumstances have changed which would alter their suitability. This can be informed by a range of factors including the suitability of the land for different uses and by market signals, which will be useful in identifying the most appropriate use.'

- 3.9. Furthermore, for assessing availability, it needs to be considered whether, on the best information available, there is confidence that there are no legal or ownership problems, such as unresolved multiple ownerships, ransom strips, tenancies or operational requirements of

⁷ Revision data 22 07 2019 (<https://www.gov.uk/guidance/housing-and-economic-land-availability-assessment#Identification-of-sites-and-broad-locations>)

landowners. The PPG offers the following guidance (paragraph 19):

'A site can be considered available for development, when, on the best information available (confirmed by the call for sites and information from land owners and legal searches where appropriate), there is confidence that there are no legal or ownership impediments to development. For example, land controlled by a developer or landowner who has expressed an intention to develop may be considered available.'

'The existence of planning permission can be a good indication of the availability of sites. Sites meeting the definition of deliverable should be considered available unless evidence indicates otherwise. Sites without permission can be considered available within the first five years, further guidance to this is contained in the 5-year housing land supply guidance. Consideration can also be given to the delivery record of the developers or landowners putting forward sites, and whether the planning background of a site shows a history of unimplemented permissions'

- 3.10. Unless information to the contrary was submitted to SSDC since May 2019, **it has been assumed that land reviewed as part of this Part 2 EDNA is available for development.**
- 3.11. In line with the approach to assessing housing sites in the SHELAA, sites have been categorised as:
- Unsuitable
 - Potentially suitable
 - Suitable
- 3.12. Sites that are 'suitable' are typically plots of land within existing employment sites not subject to policy constraints. These include sites with extant planning permission, available land within existing employment areas and sites recently allocated for employment through the SAD. As these sites are deemed suitable, they were assessed as part of the existing supply of employment land in the Part 1 EDNA.
- 3.13. As noted in the introductory section of this report, all sites assessed in the Part 2 EDNA are subject to current policy constraints (e.g. Green Belt designation), with the purpose of this initial stage 1 site assessment to determine if sites are 'potentially suitable'⁸ or if other physical/market attractiveness constraints exist to render them 'unsuitable'. The reasoning underpinning this assessment is described fully in the attached proformas in Appendix C.
- 3.14. The suitability of a site has necessarily involved a degree of judgement by the consultants on a site-by-site basis. Site visits and discussions with local property market agents were also undertaken to determine existing market interest and the likely market take up (which is part of the estimated development potential).

⁸ Where sites are otherwise deliverable but are in the Green Belt/Open Countryside then they will be classed as 'potentially suitable'.

- 3.15. As shown in Figure 3.1, of the sites reviewed, 22 sites totalling 834.25 hectares were assessed as potentially suitable for development within the emerging plan period. 'Potentially suitable' refers to potentially suitable but subject to 'policy constraints'. The principle policy constraints affecting these sites are Green Belt or Open Countryside designations.

Figure 3.1: Potentially Suitable Sites for Development

Reference	Name	Area (Ha)
E04a	Land around Dunston Business Village	3.6
E15a	Hobnock Road, Essington	17.5
E30	Land South of Junction 13 of the M6	82.69
E31	Land to the east of Paradise Lane, Slade Heath	2.64
E32	Land East of Four Ashes, (proposed extension to four ashes)	9.96
E33	West Midlands Interchange, Four Ashes	297
E37	Land between ROF Featherstone and the A449	63.9
E38	Land South of Mosely Road	21.95
E41	Land north of Bognop Road	23.7
E43	Land at Junction 11 of Hilton Park	89.2
E45	Land to the north of i54/M54	14.2
E47	Land at Middlehill Farm (site A)	17.11
E48	Land at Middlehill Farm (B)	3.79
E49	Land at Middlehill Farm (site C)	3.3
E50	Land at M6 Toll, Cheslyn Hay	2.76
E51a	Extension to Bericote Four Ashes (site A)	6.96
E51b	Extension to Bericote Four Ashes (site B)	1.92
E52	Land at Laney Green	17.7
E53	Upper Pendeford Farm	35.11
E54	East of Wolverhampton Road	36
E56	Land at Wall Health	80.66
E57	Land at Mount Pleasant, Dunston	2.6
Total (Ha of potentially suitable sites)		834.25

Note: Assessment undertaken by Colliers International

- 3.16. It is important to note that many sites identified as 'potentially suitable' at this stage may later be shown to be unsuitable as the Local Plan review evidence base develop and informed by other evidence base documents e.g. Green Belt Review and Landscape Sensitivity Assessment. While some of the sites may not have such significant constraints to deem the site wholly unsuitable (and therefore not worthy of further consideration), there are a number of 'potentially suitable' sites where constraints have been identified that may prohibit development. These would require further investigation to confirm deliverability.
- 3.17. Potentially suitable sites where significant constraints would need to be overcome include:
- **E32: Land east of Four Ashes (9.96ha).** This site would need to overcome viability and access constraints. At this stage, it is unclear if access could be along Enterprise Drive and

via the existing road running along the northern edge of the Veolia facility, or if this is required for exclusive use by Veolia.

- **E41: Land north of Bognop Road (23.7ha):** The significant number of physical constraints on this site would require significant investigation to confirm deliverability. The sites former quarrying use and resultant pools could present remediation issues. This could dictate that only part of the site may be suitable for development.
- **E43: Land at Junction 11 of Hilton Park (89.2ha):** The new M54/M6 link road will cut through this site and it is unclear at this stage how the eastern part of the site would be accessed.
- **E56: Land at Wall Heath (80.66 ha):** The sites access would be reliant upon crossing an elevated tree lined railway walk which could potentially be a significant constraint and would require further site investigation.

3.18. Sites that are flagged as 'unsuitable' will not be considered further for employment through the Local Plan review. Three sites (totalling 80.66 hectares) are deemed unsuitable for development based on this assessment. These include:

- **E42: The Former Severn Trent works, Wedges Mills (6.7 hectares).** The site is a former sewage works and is located in Wedges Mills adjacent to existing residential developments and newly built industrial and logistics facilities to the north. The site has many constraints (including Flood Zone 3) with no clear access available unless formulated through the residential areas or newly built industrial area.
- **E46: Aspley Farm (land south of Four Ashes – 52.26 hectares).** The site benefits from the proximity to Four Ashes. However, it has been assessed as unsuitable for development in the foreseeable future given access constraints including with crossing a brook (Saredon), designated wildlife and lack of visibility from a main road (giving it a backland feel). Access could potentially be through existing Four Ashes site but this would involve crossing the Saredon brook and the wooded area that is a designated wildlife site. No market interest exists at the moment and due to these constraints and some significant increased infrastructure / build costs, it would not be attractive to developers and the market and therefore suitable for development within the next planning period.
- **E55: Bridgnorth Road Sewage Works WV5 0AL (2.77 hectares).** The site is unsuitable due to the current / previous use and would require large investment to revert to normal serviceable commercial developable plots.

3.19. The next section provides more detail about the potentially suitable sites, their quality and their potential contribution to use classes and local and sub-regional priorities.

4. Stage 2 Analysis of Potentially Suitable Sites

- 4.1. This section provides further analysis on the short list of potentially suitable sites that have emerged for the initial stage 1 assessment in Chapter 3. The assessment criteria used fall under the broad themes of market attractiveness, sustainable development and strategic planning factors and are consistent with those used for assessing the existing employment stock (and existing employment land supply) in the EDNA Part 1, allowing for assessment of sites by quality. These scores are set out in Appendix B.
- 4.2. Figure 4.1 presents the sites reviewed and assessed as potentially suitable listed from highest to lowest score/quality and split in four quartiles

Figure 4.1: Assessment of Sites

Reference	Name	Score	Area (Ha)
E33	Proposed West Midlands Interchange, Four Ashes	77	297
E51a	Extension to Bericote Four Ashes (site A)	70	6.96
E51b	Extension to Bericote Four Ashes (site B)	70	1.92
E15a	Hobnock Road, Essington	63	17.5
E45	Land to the north of i54/M54	61	14.2
E32	Land East of Four Ashes, (proposed extension to four ashes)	61	9.96
E57	Land at Mount Pleasant, Dunston	61	2.6
E41	Land north of Bognop Road	60	23.7
E30	Land South of Junction 13 of the M6	58	82.69
E50	Land at M6 Toll, Cheslyn Hay	58	2.76
E37	Land between ROF Featherstone and the A449	57	63.9
E38	Land South of Mosely Road	57	21.95
E04a	Land around Dunston Business Village	56	3.6
E53	Upper Pendeford Farm	54	35.11
E31	Land to the east of Paradise Lane, Slade Heath	54	2.64
E56	Land at Wall Heath	53	80.66
E43	Land at Junction 11 of Hilton Park	53	89.2
E49	Land at Middlehill Farm (site C)	52	3.3
E54	East of Wolverhampton Road	50	36
E47	Land at Middlehill Farm (site A)	50	17.11
E52	Land at Laney Green	46	17.7
E48	Land at Middlehill Farm (B)	42	3.79
	TOTAL		834.25

Note: Scoring and Assessment undertaken by Colliers International.

Grouping in quartiles by WECD: Green = 'Best' (top quartile), Yellow = 'Good' (2nd and 3rd quartile), Orange = 'Other' (bottom quartile). The Median score is 57.

- 4.3. The definition of best, good and other is based on the principle that the quality of land available

within a District is relative to the land that is available rather some absolute standard. Grouping sites in quartiles on the basis of scoring provides a first stage categorisation to inform an early assessment of the delineation of the quality of the sites around the median score of all the sites reviewed. The sites have been scored (based on 20 criteria) and then ranked by their scores. Scores then have been grouped around their median (57) based on quartiles. Sites then can be delineated into best, good or other (in line with the South Staffordshire EDNA Stage 1) following these quartile allocations (above and below the median score). Therefore, the top quartile represents the best category (approximately top 25% of scores); the second and third quartiles are classified as good (next 50%); and the fourth quartile represents the 'other' classification (the lower 25% of scores). It should be noted that some sites have similar scores, and in some cases, there may only be a small difference in quality on the ground between sites falling into different quartiles (i.e. between a 'best' and 'good' quality site). Figure 4.2 presents overall land potentially suitable for development by quality

Figure 4.2: Potentially Suitable Sites by Estimated Quality

Estimated Quality of Sites	Area (hectares)
Best	350.14 ha including WMI 53.14 ha excluding WMI
Good	409.51 ha
Other	74.6 ha
Total	834.25

Source: NOTE: figures have been rounded.

Contribution of Sites to Uses/Use Classes and Strategic Objectives

- 4.4. Of the sites assessed as potentially suitable, there is a variety of potentially deliverable sites to meet a range of employment needs and development in South Staffordshire and its FEMA. Figure 4.3 summarises this assessment and includes:

• Potentially suitable for residential development	63.9 hectares
• Potentially suitable for office development	6.20 hectares
• Potentially suitable for mixed use development	57.95 hectares
• Potentially clearly suitable for B2 or B8 (including WMI)	328.54 hectares (625.54)

- 4.5. An early assessment of the potential contribution that could be made by the sites to local, sub-regional and national needs is also presented.

**Figure 4.3: Potentially Suitable Sites – Overview of Potential Use and Contribution
Local and Region Needs**

Site no	Site name	Hectares (Ha)	Type of (Potential) use	Meeting Local/Sub-Regional Needs
EO4A	Dunston business village (land around)	3.6	B1(a) office use	Local
E15A	Hobnock Road Essington	17.5	Employment (B2/B8)	Sub-regional
E30	Land south of Junction 13 of the M6	82.69	Employment (B2/B8)	Sub-regional/national
E31	Land to the east of Paradise Lane, Slade Heath	2.64	Employment (B2/B8)	Local
E32	Land east of Four Ashes (proposed extension to Four Ashes)	9.96	Employment (B2/B8)	Local/sub-regional
E33	West Midland Interchange, Four Ashes	297	Employment (B8)	Sub-regional/national
E37	Land between ROF Featherstone and the A449	63.9	Residential-led mixed use	Local/Sub-regional
E38	Land south of Moseley Road	21.95	Mixed use (including small scale light industrial units or offices)	Local/Sub-regional
E41	Land north of Bognop Road	23.7	Employment (B2/B8)	Local/Sub-regional
E43	Land at Junction 11 of Hilton Park	89.2	Employment (B2/B8)	Sub-regional
E45	Land to the north of I54 / M54	14.2	Employment (B2/B8)	Sub-regional
E47	Land at Middlehill Farm (Site A)	17.11	Employment (B2/B8)	Local/Sub-regional
E48	Land at Middlehill Farm (Site B)	3.79	Employment (B2/B8)	Local
E49	Land at Middlehill Farm (Site C)	3.3	Employment (B2/B8)	Local
E50	Land at M6 Toll, Cheslyn Hay	2.76	Employment (B2/B8)	Local/Sub-regional
E51A	Extension to Bericote Four Ashes (Site A)	6.96	Employment (B2/B8)	Local/Sub-regional
E51B	Extension to Bericote Four Ashes (Site B)	1.92	Employment (B2/B8)	Local/Sub-regional
E52	Land at Laney Green	17.7	Employment (B2/B8)	Local/Sub-regional
E53	Upper Pendeford Farm	35.11	Employment (B2/B8)	Local/Sub-regional
E54	East of Wolverhampton Rd	36	Mixed use / Employment (B2/B8)	Local/Sub-regional
E56	Land at Wall Heath	80.66	Employment (B1/B2)	Sub-regional
E57	Land at Mount Pleasant, Dunston	2.6	B1(a) office and light industrial	Local/sub-regional
Potentially suitable for development		834.25		
Potentially suitable for residential-led mixed use		63.90		
Potentially suitable for office (only)		6.20		
Potentially mixed use		57.95		
Potentially clearly B2 or B8 incl. WMI		625.54		
Potentially clearly B2 or B8 excl. WMI		328.54		

5. Conclusions

Summary of findings

5.1. In general, the assessment of the sites to this stage has confirmed that:

- This is a well sought-after employment area, with the employment/industrial market primarily located in and around the north east of the District area, which is serviced by the established motorway networks (M6 & M54).
- Due to the rural locality of the area there are limited areas that have the infrastructure and associated economic and social drivers that are necessary to attract large-scale occupiers and developers.
- Of the sites assessed as part of this land availability assessment, there is currently no supply of **readily** available 'suitable' sites in South Staffordshire (over and above the existing supply of employment land (105ha) that was assessed through the Part 1 EDNA).
- There is **834.25 ha of land that is assessed as 'potentially suitable' for employment** (including one site that would be of mixed use including residential). These potentially suitable site will need to be subjected to more detailed assessments of other policy and physical constraints, such as Green Belt and highways impacts, before it can be confirmed if any of this land is deliverable.

Recommendations

5.2. The findings of this assessment will need to be reviewed alongside evidence of need (including on the Black Country shortfall in future supply) and other evidence (such as the Green Belt review) in order to make a judgment on what sites could potentially be allocated through the emerging Local Plan.

5.3. Nevertheless, going forward, should there be a need to allocate new sites, where possible the focus should be on the 'best' sites in the first instance. These for example should include:

- West Midlands interchange (Site E33) following the sites consent in 2020
- Sites E51a and E51b given that these are very close to the consented WMI; and
- Potentially site E30 at Junction 13 given that it is strategic in scale and not in the Green Belt (although it is acknowledged that this site fell within the 'good' rather than 'best' category).

5.4. At the same time, some significant site constraints still exist on a number of sites (of 'best' and 'good' quality that will need to be investigated further if these sites were taken forward in order to confirm deliverability, particularly for four sites (totalling 203.52 ha of land). These include:

- E32: Land east of Four Ashes (9.96ha)
- E41: Land north of Bognop Road (23.7ha)

- E43: Land at Junction 11 of Hilton Park (89.2ha)
- E56: Land at Wall Heath (80.66 ha)

APPENDIX A – Key Methods

Employment land projections based on employment/Gross Value Added projections make no assumptions about population including an implicit assumption of a stable population, given that they are based on scenarios that they are all-inclusive of these assumptions/implications.

Employment projections have been translated into the employment related planning B Use Classes. The delineation between the planning Use Classes and the various sectors within a local economy is not always perfectly clear and some economic activities may use, and be perfectly suitable for, employment space not perfectly falling within a planning Use Class. Utilisation of our team's economic expertise and up to date practices in the development of employment land studies have informed this translation. Information below contains details of the translation between sectors and the planning Use Classes.

The projections of future employment/gross value added in South Staffordshire to the year 2038 have been translated into floorspace requirements and then into industrial land using the latest available guidance from the HCA. The key steps that are followed include:

- Firstly, the overall changes in employment between 2018 and 2038 are changed to full time equivalents (FTEs).
- The changes in employment are then translated into floorspace by way of conversion factors provided in the relevant HCA guidance⁹. The conversion factors are as follows¹⁰:
 - o B1: 10 sq. m. per FTE (with development assumed to be over 2 storeys)
 - o B2: 36 sq. m. per FTE
 - o B8: 70 sq. m. per FTE
- The focus of this report, as per client specification, is on industrial space i.e.
 - o B1c/B2 Light/General Industrial; and,
 - o B8 Storage or Distribution (warehousing and distribution).
- This analysis produces the net internal area (NIA) that is translated into the gross internal area (GIA) via a ratio of 1.25:1 as per the HCA guidance. However, in the case of B8, the floorspace is taken to be the gross external area (GEA) and therefore this translation is not undertaken.
- Due to the nature of B1c / B2 (manufacturing) type development a different approach has been used. Industrial activities have a relationship between output and floorspace (whereas office type uses have a stronger relationship between employees and floorspace), principally due to the high use of capital equipment in manufacturing (and logistics) compared to office type uses. It is also the case that due to productivity improvements over the years, more output can be produced in the manufacturing sector despite decreasing levels of employment.
- Changes in GVA are translated into floorspace via a regression of floorspace on GVA and a time trend (through the origin) using South Staffordshire data.

⁹ HCA Employment Densities Guide 3rd Edition, November 2015.

¹⁰ These are the floorspace per FTE densities for finance and insurance (B1a), industrial and manufacturing (B2) and regional distribution centres for B8 development. These are used in order to reflect the likely nature of future employment in these Use Classes.

- These quantities of floorspace are then translated into land requirements by way of assuming a 40% plot development ratio (i.e. the floorspace is 40% of the entire plot).
- The quantities of projected land use are then compared to the completions that have been undertaken over the years to aid in assessing the likelihood of the quantities.

The translation from SIC 2007 codes to the planning B use classes used in this study has been:

Use Class	SIC 2007
B2	C : Manufacturing
	42 : Civil engineering
	43 : Specialised construction activities
	452: Maintenance and repair of motor vehicles
	37: Sewerage
	38: Waste collection, treatment and disposal activities; materials recovery
	39: Remediation activities and other waste management services.
B8	492: Freight rail transport
	494: Freight transport by road and removal services
	521: Warehousing and storage
	522: Support activities for transportation
	46: Wholesale trade, except of motor vehicles and motorcycles

APPENDIX B – Sites and Assessment

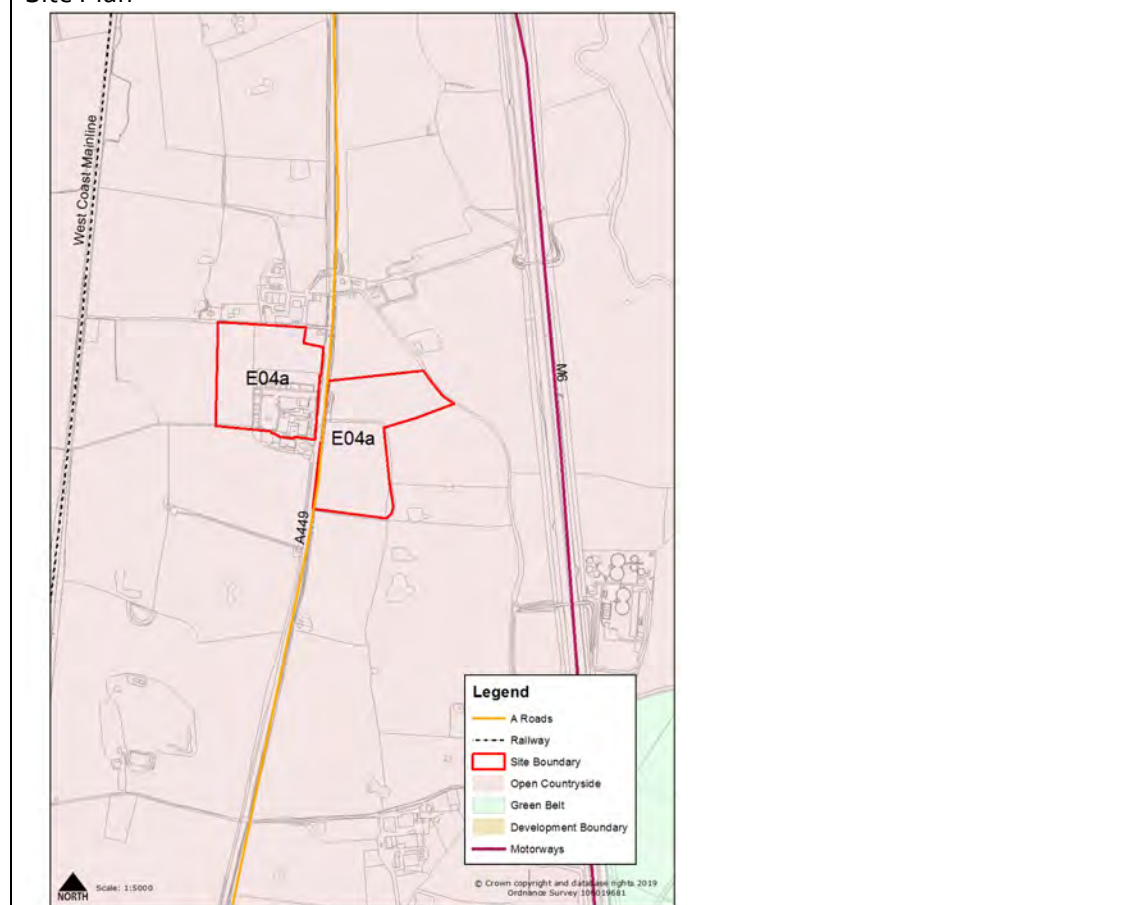
Sites	Site Assessment Criteria																	Strategic Planning Considerations							All Criteria
Reference	Market Attractiveness						Sustainable Development					Site Assessment Criteria					Sustainability Total	Planning Control	Specific use/use	Regeneration Corridor/Devlopment proposals	Importance to Economic Activities (Core Strategy)	Importance to Economic Development Activities (SEPs)	Neighbouring Uses	Strategic Planning Score Total	Total Scoring
	Market Activity / Developer Interest	Development Constraints	Need for investment	Accessibility	Site Condition	Quality of Surrounding Environment	Market Attractiveness Total	Location	Previously Developed / Greenfield	Public Transport Accessibility	Estimated Impact on Environment / Biodiversity	Suitability for Growth Sectors	Suitability for employment development (including all possible uses)	Suitability & benefits of other uses	Proximity to workforce with suitable skill and qualification characteristics										
E33	Proposed West Midlands Interchange	5	3	4	5	3	4	24	5	2	5	2	5	5	3	3	30	Principal policy constraints affecting these sites are Green Belt or Open Countryside Designations	5	5	5	5	3	23	77
E5a	Extension to Benicote Four Ashes (site a)	2	3	3	5	4	4	21	5	0	3	3	4	5	4	3	27		3	4	5	5	5	22	70
E5b	Extension to Benicote Four Ashes (site b)	2	3	3	5	4	4	21	5	0	3	3	4	5	4	3	27		3	4	5	5	5	22	70
E15a	Holnook Road Essington	5	3	1	4	4	4	21	1	3	5	4	4	4	3	3	27		3	3	3	3	3	15	63
E45	Land north of 154 / M54	2	2	1	5	2	2	14	5	0	5	3	4	4	5	3	29		3	3	5	5	2	18	61
E32	Land east of Four Ashes, (proposed extension to four	1	2	1	2	2	3	11	5	2	3	3	5	5	3	3	29		3	3	5	5	5	21	61
E57	Land at Mount Pleasant Dunston	2	3	3	5	3	3	19	5	0	5	3	4	4	3	3	27		3	3	3	3	3	15	61
E41	Land north of Bognop Road	2	2	1	5	2	4	16	5	2	3	3	3	4	4	3	27		3	3	3	3	5	17	60
E39	Land South of Junction 13 of the M6	2	3	1	4	4	4	18	2	0	5	3	4	4	4	3	25		3	3	3	3	3	15	58
E59	Land at M6 Toll, Cheslyn Hay	3	2	1	5	3	4	18	5	0	3	2	3	4	5	3	25		3	3	3	1	5	15	58
E37	Land between ROF Freatherstone and the A449	2	2	1	3	3	3	14	5	0	5	3	2	3	3	3	24		3	3	5	5	3	19	57
E38	Land South of Moseley Road	2	2	1	5	3	3	16	5	0	5	3	3	3	2	3	24		3	3	5	3	3	17	57
E04a	Land around Dunston Business Village	3	3	3	3	3	4	19	1	0	5	3	4	4	4	3	24		3	2	3	1	4	13	56
E31	Land to the East of Paradise Lane, Slade Heath	1	3	3	4	3	3	17	2	3	3	4	3	4	3	3	25		3	2	3	1	3	12	54
E53	Upper Pendeford Farm	2	3	1	3	3	3	15	5	0	3	3	4	3	3	3	24		3	3	3	3	3	15	54
E56	Land at Wall Heath	2	3	1	4	3	2	15	1	0	5	3	4	4	3	3	23		3	3	3	3	3	15	53
E43	Land at Junction 11 of Hilton Park	2	2	2	2	3	3	14	1	0	5	3	4	4	4	3	24		3	3	3	3	3	15	53
E49	Land at Middlehill Farm (site C)	1	3	3	4	3	3	17	4	0	3	3	3	3	3	3	22		3	3	3	1	3	13	52
E54	East of Wolverhampton Road	2	2	1	4	3	2	14	2	0	3	3	4	3	3	3	21		3	3	3	3	3	15	50
E47	Land at Middlehill Farm (site A)	1	2	1	5	3	3	15	1	0	3	3	4	3	3	3	20		3	3	3	3	3	15	50
E52	Land at Lacey Green	1	3	1	3	3	3	14	1	0	3	3	3	3	3	3	19		3	3	3	1	3	13	46
E48	Land at Middlehill Farm (site B)	1	3	3	4	3	3	17	1	0	3	3	2	1	1	3	14		3	2	3	1	2	11	42

APPENDIX C – Assessment of Sites

EO4A LAND Around Dunston Business Village

Size	10.74 Hectares (only 3.6ha currently available)
Description	<p>Land is in open countryside adjacent to Dunston Business Village. The properties on site are a mix of converted agricultural buildings and log cabin type buildings falling within B1(a) office use class. The area in question is adjoining to the current development and has the potential to provide further employment space or can be used to improve amenities such as parking.</p> <p>Any extension will be into open countryside which would result in a loss of green space; however, there is scope for a small extension to the west of the current site that would see limited impact on greenfield loss, while providing an extension to a well operating business centre which could be used as occupational space or improve parking provision.</p> <p>Further to the initial development land proposal to the rear of Dunston Business Village there is scope to expand the premises to the east of the existing properties (across the road) the land there is flat in topography and has limited constraints to development.</p>

Site Plan

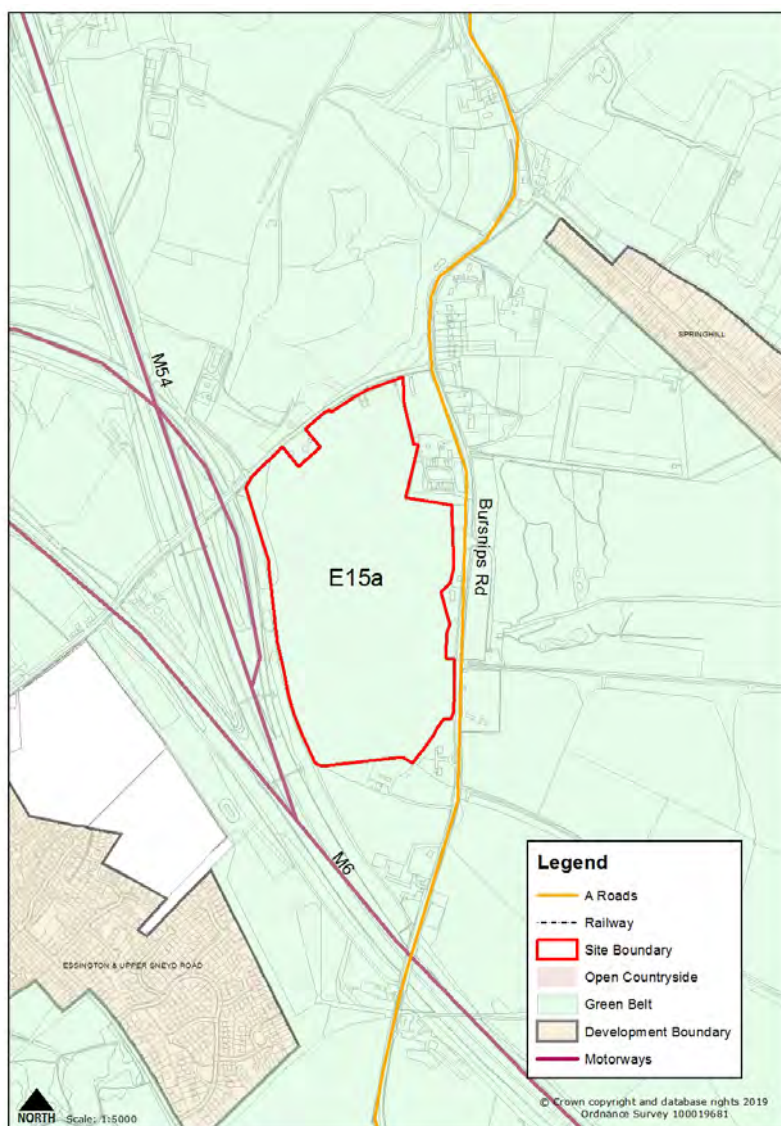


Key Constraints	Designated Open Countryside Limited key constraints associated with this site other than limited loss of agricultural land, some of which may be Grade 2 classification.
Market Attractiveness	The site is a natural expansion to the existing business village, upon inspection it was found that the site had high occupation levels and further development would be well received. It is understood that the site owner has expressed a desire to see the site expanded due to high levels of demand for units.
Access to workforce	The location is located close to junction 13 of the M6 and benefits from public transport passing alongside the site.
Unsuitable	
Potentially Suitable	This site is potentially suitable for B1(a) office use in line with the current development at Dunston Business Village subject to overcoming necessary policy constraints.
Suitable	

E15A HOBNOCK ROAD ESSINGTON

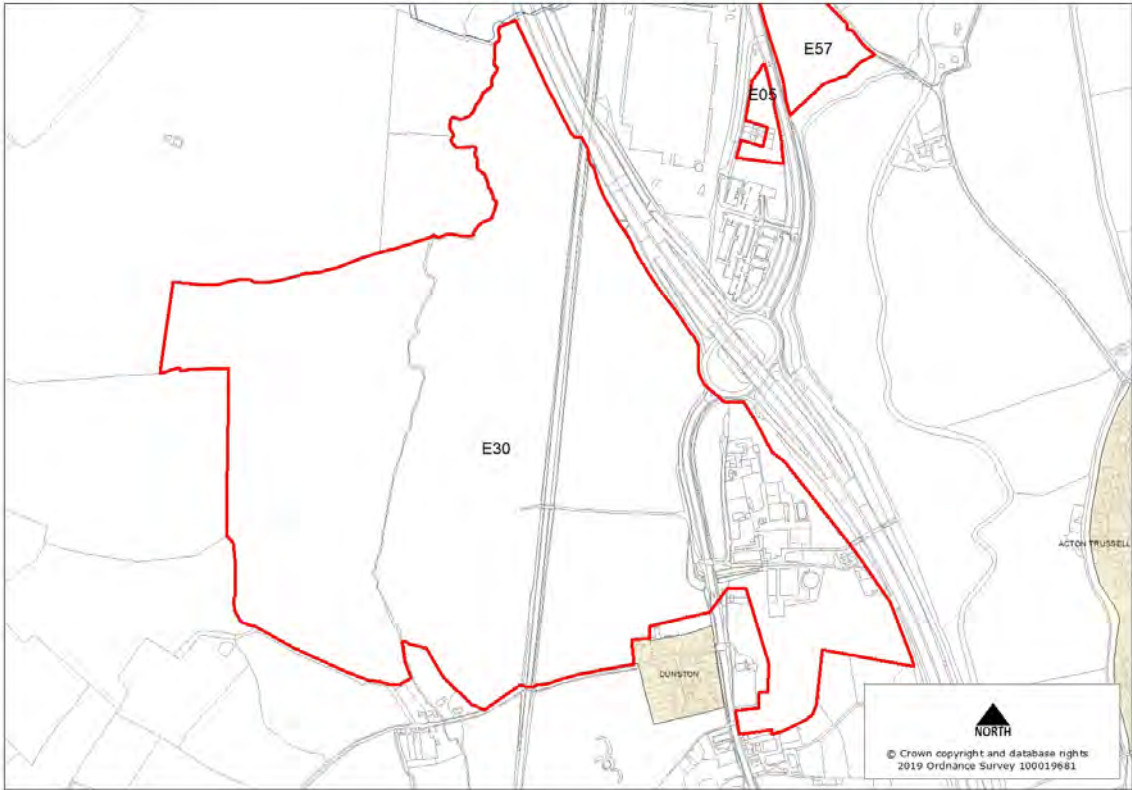
Size	17.5 Hectares (with 5.2ha of the site having a Certificate of Lawfulness on site for B2 use)
Description	<p>The site is accessed via Hobnock Road. This site, along with a larger area (12.3ha) was subject to an application for a DX distribution centre (17.5ha site in total). An estimate of floorspace taken from first DX application (however, this is at a low density) indicates that the site could deliver 70,000m².</p> <p>The site has a former quarrying use and is enclosed by the M6 to the west, Hobnock Road to the north and Bursnips Road to the east. The site is mostly cleared with a fenced perimeter, the site is within a short proximity to the M6 / M54 although the transport route may need to be assessed at the B4156 is not particularly suited to HGV's.</p>

Site Plan



Key Constraints	<p>Previous quarry use</p> <p>Green Belt designation</p> <p>Residential amenity issues associated with a traveller site to the east</p> <p>A number of residential dwellings</p> <p>Need for improved access to the site</p>
Access to workforce	The site is close to junctions giving access to the M6 and M54 motorway networks which gives good potential for access to skilled workforce via public transport links located at Bursnips Road with links to Essington, Cannock, Cheslyn Hay and Wolverhampton.
Unsuitable	
Potentially Suitable	As the site has had a previous end user associated (i.e. DX), it highlights that there could be demand for development in the area. This site is potentially suitable - reflecting this previous market interest in the site - subject to it overcoming policy constraints.
Suitable	

E30 - LAND SOUTH OF JUNCTION 13 OF THE M6

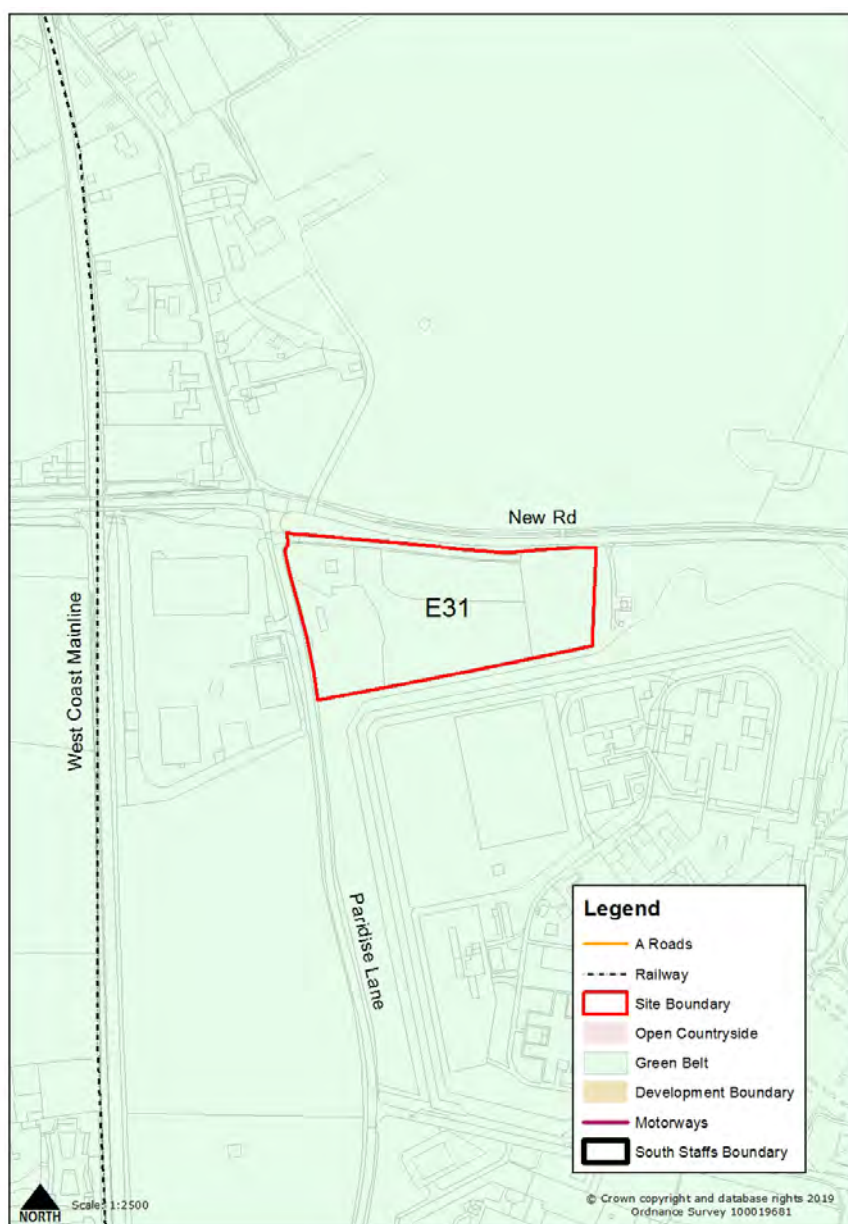
Size	82.69 Hectares
Description	<p>This site is of agricultural use, located in the open countryside within close proximity to junction 13 of the M6 and Dunston village to the south of the site. The wider 70 ha site is intersected by the railway lines. The site is flat in topography with no visible impediments, although Public Rights of Way exist on the site.</p> <p>Access can be formulated from junction 13 which would open the large site to a more usable road network.</p>
Site Plan	
Key Constraints	<p>Designated Open Countryside</p> <p>Intersected by the railway line which could impede any further expansion on site.</p> <p>However, it is of our opinion that the land to the east of the railway line is deliverable the land to the west which is partly within Flood Zone 3 has no clear route of access and will be unviable.</p> <p>Protecting the amenity of Dunston residents would need to be considered as part of scheme design.</p>
Market Attractiveness	<p>Located in close proximity to junction 13 of the M6 and the site has potential similar to that the other side of the junction where Argos have a large distribution centre. This site has the potential to be suited to the logistics and distribution sector.</p>

Access to workforce	Due to the location there is good access to the motorway network, there is an existing bus stop located along the A449 (north of School Lane), which would allow for the site to be accessed via public transport.
Unsuitable	
Potentially Suitable	The land to the east of the West Coast Mainline is suitable for employment use (i.e. potential suitable for logistics/distribution) and developers would be interested in bringing this site forward subject to overcoming necessary policy constraints.
Suitable	

E31 LAND TO THE EAST OF PARADISE LANE, SLADE HEATH

Size	2.64 Hectares
Description	<p>This site is within the Green Belt although it is currently used for the storage of HGV trailers with access directly from New Road or alternatively Paradise Lane.</p> <p>The site is adjacent to a residential dwelling and could create residential amenity issues, although the prison to the south and employment site to the west has had an urbanising influence in the area. The development of this site for employment use would be beneficial as a natural extension to the Paradise Lane industrial area and prison to the south. Perception-wise these developments could potentially deter residential development on the land and further bring forward the case for employment development.</p>

Site Plan

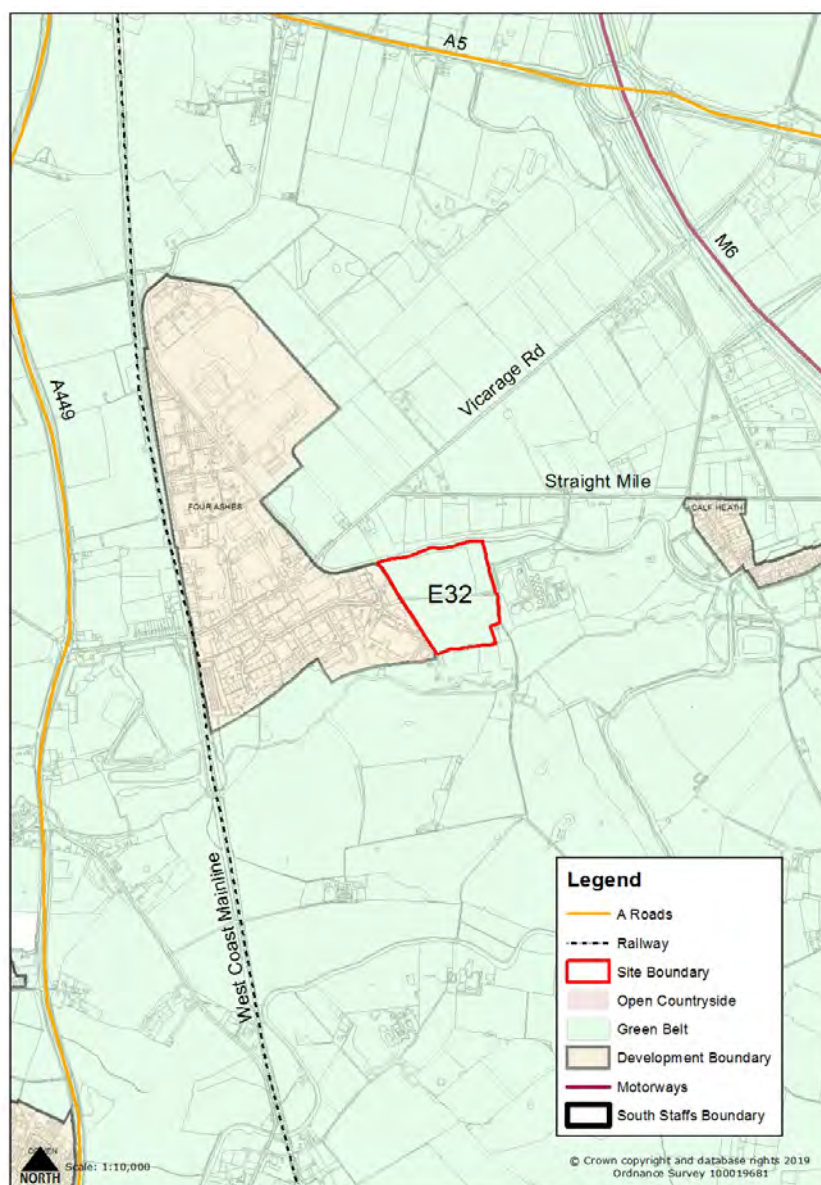


Key Constraints	<p>Site is within the Green Belt</p> <p>Possible amenity issues</p> <p>However, there are limited constraints that would restrict development for employment use.</p>
Market Attractiveness	<p>This site is well located in an area that is established in terms of commercial activity. With the site is in close proximity to the A449/A460, the strategic road network, the prison and other commercial activities, it is likely suitable to be designated for employment provision.</p>
Access to workforce	<p>The site is in located near to i54 (which has a strong reputation for attracting and developing talent) and with public transport routes passing through New Road we cannot see access to workforce being an issue.</p> <p>The nearest means of public transport access would be located at the prison, which while not ideal in relation to the proximity it highlights that there is a service within the surrounding area.</p>
Unsuitable	
Potentially Suitable	<p>This site is potentially suitable subject to policy constraints and any residential amenity issues being satisfactorily addressed.</p>
Suitable	

E32 LAND EAST OF FOUR ASHES (PROPOSED EXTENSION TO FOUR ASHES)

Size	9.96 Hectares
Description	<p>The site is in the Green Belt but well contained by the Four Ashes employment site to the west, canal to the north, sewage works to the east and Saredon brook to the south. The Four Ashes area is very popular and has been invested in and developed for industrial use. The property adjacent to the east is the new Veolia energy recovery facility (ERF), which has received recent investment and shows there is demand for large operations in this area.</p> <p>Access would need to be through existing employment site as Deepmore Lane is unsuitable. It appears that creating a new access route would be preferable as most of the infrastructure is already in place - providing the road running alongside the northern edge of the Veolia facility can be utilised and is not hindered by a potential sustainable urban drainage pool.</p>

Site Plan

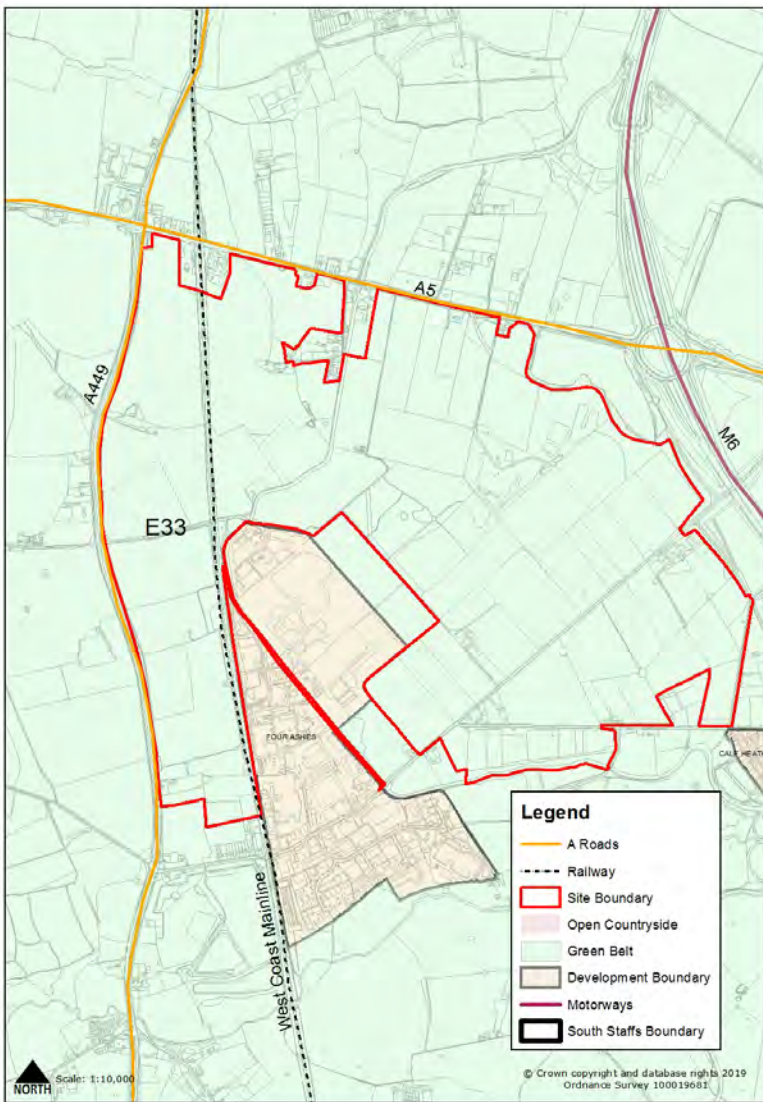


Key Constraints

Designated Green Belt

	<p>This site has been identified as medium sensitivity in the Council's Landscape Sensitivity Assessment (2015) and abuts the Staffordshire and Worcestershire Canal Conservation area.</p> <p>The site was previously quarried before being used for agricultural purposes which could lead to issues with remediation and abnormal development costs</p> <p>Access constraints</p>
Market Attractiveness	This location is extremely attractive to the market due to the established nature of the Four Ashes area.
Access to workforce	The Four Ashes is an established employment area and has access to a range of workforce and transport infrastructure in place to facilitate workers being able to commute within a manageable distance.
Unsuitable	
Potentially Suitable	<p>The site appears to have minimal environmental value due to the previous nature of uses (previously industrial use developments have been built on quarried land). On this basis, subject to abnormal / infrastructure costs stacking up this site would benefit from the development for employment use.</p> <p>The remediation costs of bringing the site to a developable level may impact viability and it is unclear if access would be achieved via the access route to the Veolia facility. This could render the land unsuitable.</p>
Suitable	

E33 PROPOSED WEST MIDLAND INTERCHANGE, FOUR ASHES

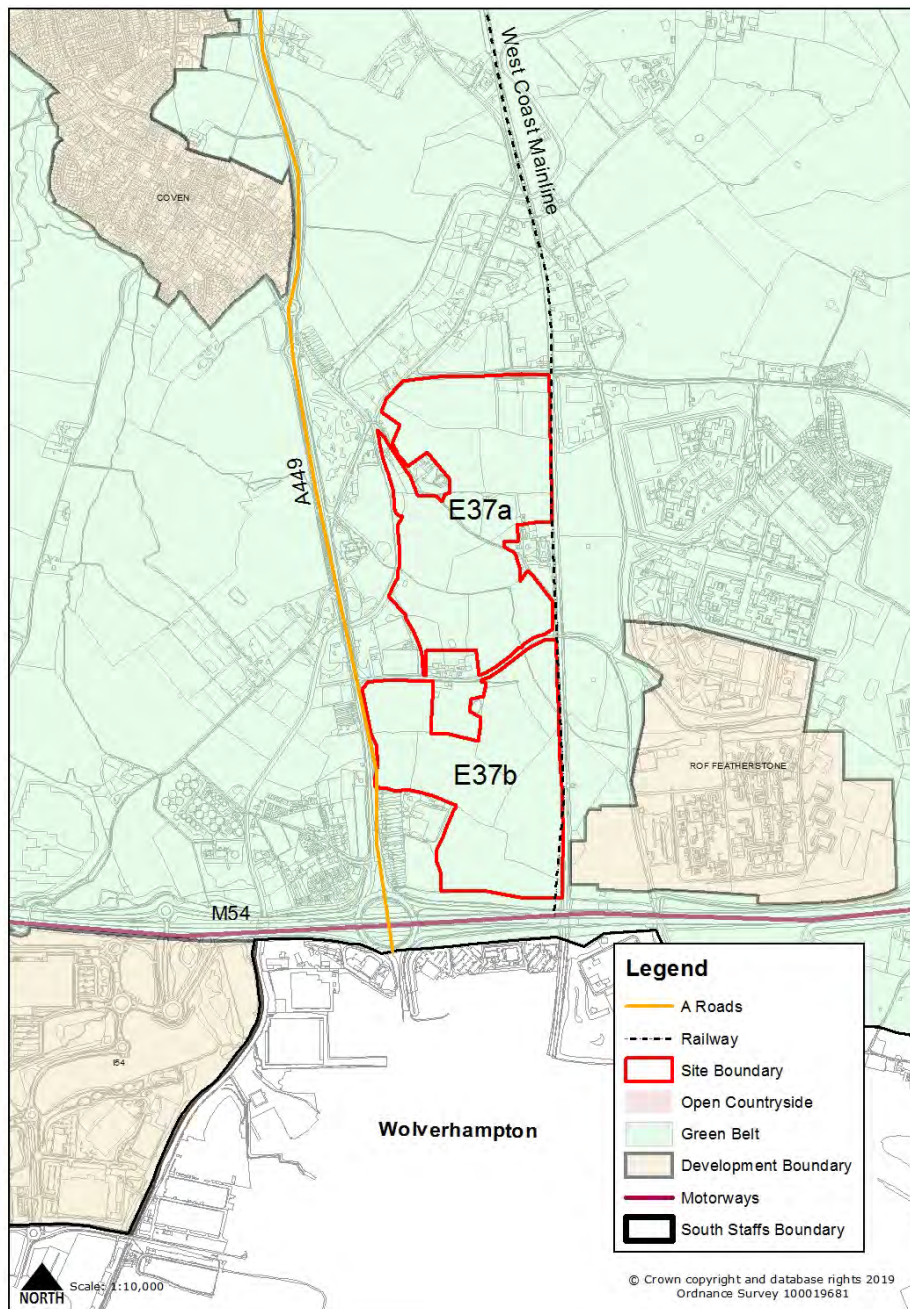
Size	297 Hectares
Description	<p>The WMI proposal is categorised as a Nationally Significant Infrastructure Project (NSIP) and was approved by the Secretary of State for Transport on 4th May 2020 through the Development Consent Order regime.</p> <p>The site is of national significance with the addition of 297ha of employment land being proposed comprising of an intermodal freight terminal with direct connections to the West Coast Main Line, capable of accommodating up to 10 trains per day and up to 743,200 square meters (gross internal area) of rail served warehousing and ancillary service buildings.</p> <p>The proposal has the backing of key stakeholders such as the Four Ashes Group (Kilbride Holdings) and Grosvenor. Network Rail have confirmed the proposal is technically and operationally achievable from a rail perspective.</p>
Site Plan	 <p>The site plan map illustrates the proposed West Midlands Interchange (WMI) at Four Ashes. The site boundary is highlighted with a red outline. The map shows the site's location relative to the West Coast Mainline railway, the A449 and A5 roads, and the M6 motorway. The site is situated within the Green Belt area, which is shaded in light green. The map also shows the South Staffs Boundary and the Development Boundary. A legend in the bottom right corner provides a key for the symbols used on the map. A north arrow and a scale of 1:10,000 are located in the bottom left corner.</p>
Key Constraints	Designated Green Belt - there are a number of opposition groups who want to protect the Green Belt in this location.

	<p>Part of the site identified as Medium sensitivity and part High/Medium sensitivity in Council's Landscape Sensitivity Assessment (2015)</p> <p>Part of the site is a mineral safeguarding area.</p> <p>Another barrier to development is that there is a canal conservation area that runs through the site. As the current proposal is out of the control of the local planning authority due to it being a development consent order application, we feel this could be a constraint to development.</p>
Market Attractiveness	<p>The site is a nationally significant project with backers such as Grosvenor involved from an early stage. This shows that there is appetite in the market from the developer / funder which shows that it is an attractive proposition.</p> <p>The area is being promoted on the basis of a lack of this type of facility in the West Midlands north of the Black Country, with the current focus for such facilities primarily south of Birmingham – DIRFT etc.</p> <p>The previous track record in Halewood and Castle Bromwich give evidence and set a precedent for how development around an area of key rail infrastructure can be successful in adding value across a range of sectors in a location.</p>
Access to workforce	<p>Due to the size of the site there will be inevitably access to a large workforce and infrastructure will be put in place to ensure there is prime connectivity to key road and transport networks.</p> <p>Any proposal that will be put forward will require an employment and skills plan.</p>
Unsuitable	
Potentially Suitable	This site is potentially suitable providing it overcomes current policy constraints and subject to the outcome of the DCO process.
Suitable	

E37 LAND BETWEEN ROF FEATHERSTONE AND THE A449

Size	63.9 Hectares
Description	<p>Large area of land to the west of ROF Featherstone and the West Coast Mainline (WCML). May be options for longer-term extension to ROF Featherstone; however, this would involve bridging the WCML.</p> <p>The site is being promoted by Taylor Wimpy as it was on their behalf that the site was submitted. The scope of employment development is unclear but residential would appear to be the primary goal for the site (although employment use could potentially benefit from infrastructure put in place for the higher value per sq. ft. assets (i.e. residential).</p>

Site Plan

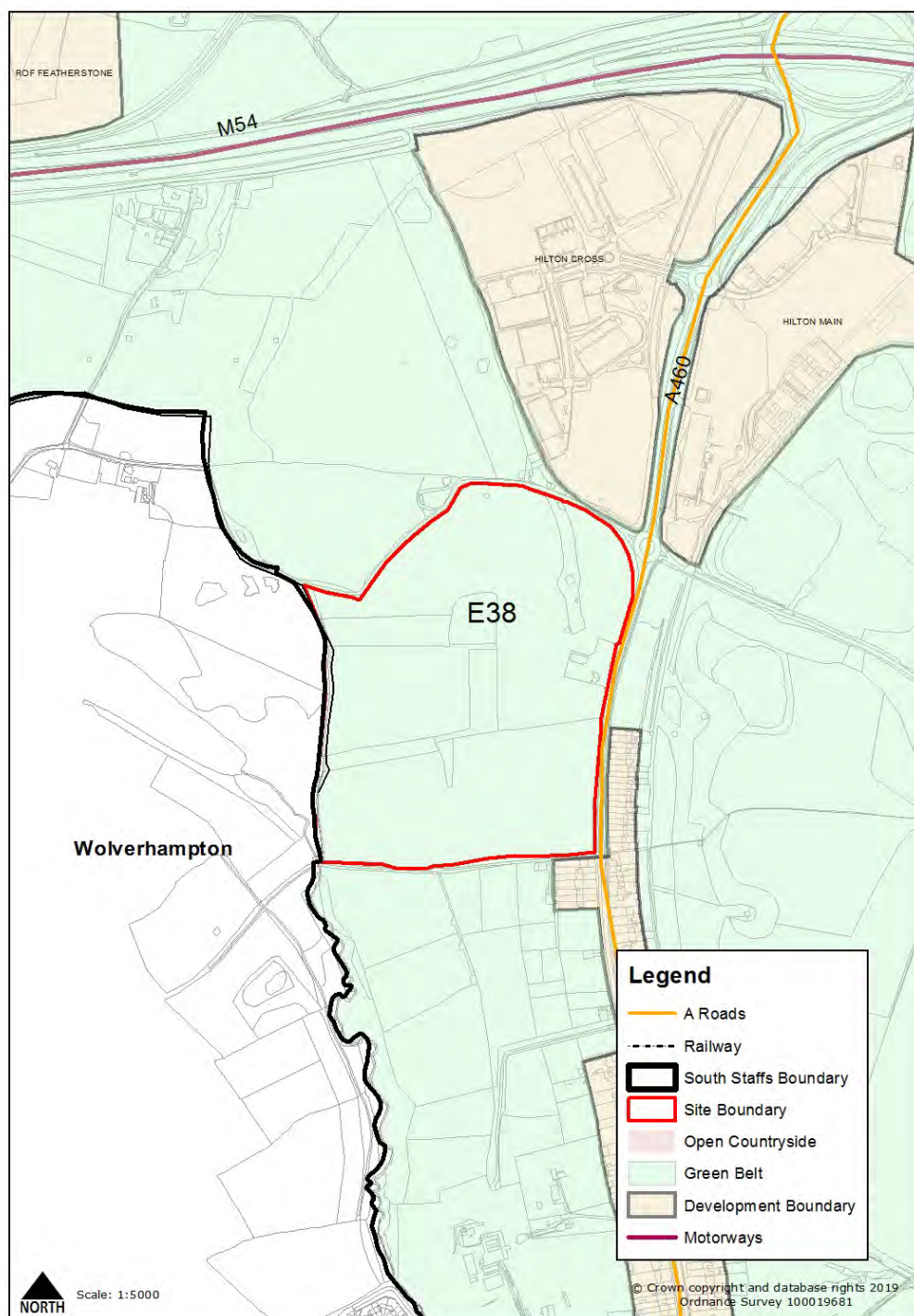


Key Constraints	<p>Designated Green Belt Identified as High/Medium sensitivity in the Council's Landscape Sensitivity Assessment (2015). Parts of the site are in Flood Zone 3.</p>
Market Attractiveness	<p>The area has previously been marketed for employment use. However, due to viability issues relating to crossing the WCML residential uses are being promoted to potentially overcome infrastructure costs.</p> <p>As part of a wider mixed-use scheme this site would be attractive to the market, although as the land is being promoted by a housebuilder it is expected that residential development would be the primary focus.</p> <p>With the close proximity to A54 and the advanced manufacturing/aerospace hub around Junction 2 potential supply chain opportunities increase its market attractiveness.</p>
Access to workforce	<p>The site is accessible via Stafford Lane that gives direct access to Junction 2 of the M54. This site will have access to a range of workforce and could benefit from further residential development in the area boosting the local population within the potential employment developments vicinity.</p>
Unsuitable	
Potentially Suitable	<p>This site is potentially suitable as there has been previous interest subject to it overcoming policy and viability constraints.</p> <p>Any employment is likely to be secondary to residential development, which is likely to be the focus for the site.</p>
Suitable	

E38 LAND SOUTH OF MOSELEY ROAD

Size	21.95 Hectares
Description	Site is to the south of Hilton Cross in the Green Belt. Located along the A460, the area is well connected to Junction 1 of the M54 and the wider motorway network. The site is sloping and there are some pylons intersecting the site.

Site Plan

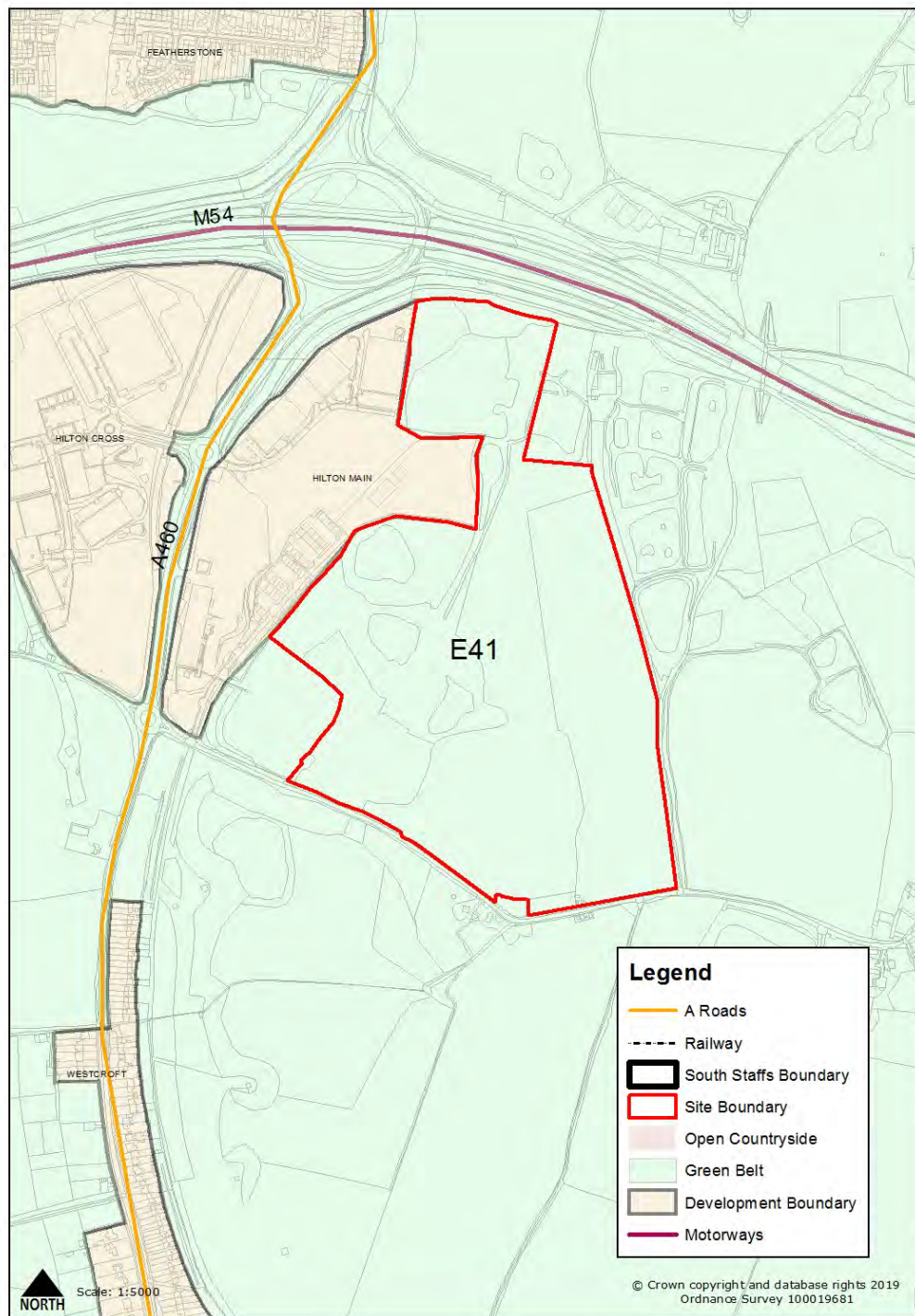


Key Constraints	<p>Designated Green Belt</p> <p>Identified as High/Medium sensitivity in the Council's Landscape Sensitivity Assessment (2015).</p> <p>Potential residential amenity issues with residential development along the A460.</p> <p>Pylons and the slope of the land could limit the extent of any development.</p>
Market Attractiveness	<p>The site is close to an area that is performing well and could be a location of employment development due to proximity to Junction 1 of the M54 motorway. The proposed M54/M6 link road could also enhance the market appeal of the site. A460 means it could be attractive to the market - potentially for out of centre office use or small-scale light industrial units.</p>
Access to workforce	<p>There are no issues with proximity to workforce but the access and infrastructure routes would need to be improved to be able to facilitate larger vehicles.</p> <p>There is an existing public transport routes along Cannock Road / A460 which link Cannock and Wolverhampton.</p>
Unsuitable	
Potentially Suitable	<p>This site is potentially suitable subject to overcoming necessary policy constraints and would be a suitable site subject to being master planned to overcome physical constraints.</p>
Suitable	

E41 LAND NORTH OF BOGNOP ROAD

Size	23.7 Hectares
Description	Site is in the Green Belt to the west of Hilton Main/Vernon Park, which has scope for further expansion. The site was previously for sale and marketed by First City Ltd at £6m (56 acres).

Site Plan

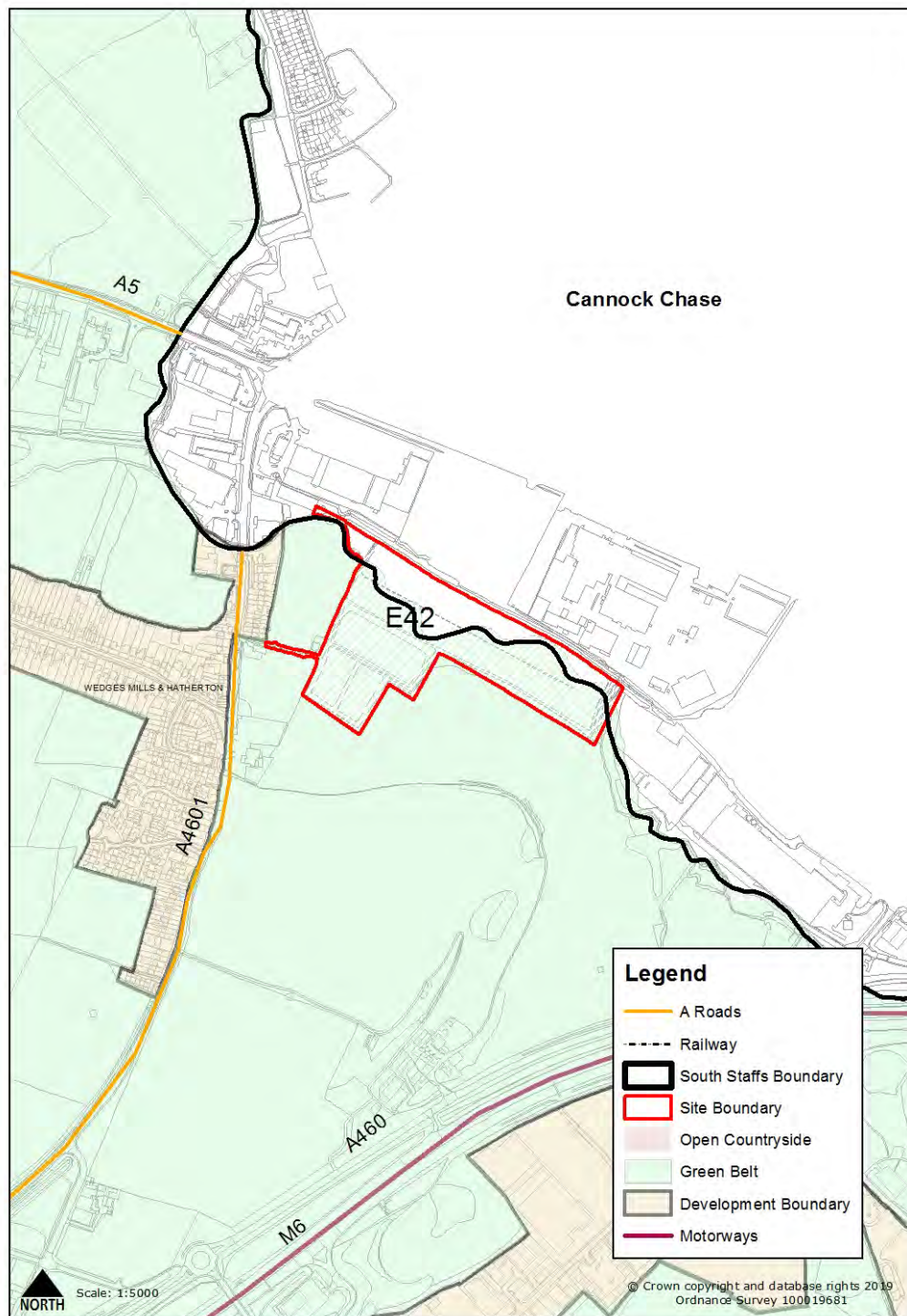


Key Constraints	<p>Designated as Green Belt</p> <p>Within a Historic Landscape Area which was previously Windmill Quarry former sand and gravel extraction, woodland and pools on the site could present remediation issues that could affect the economic viability of the site.</p> <p>Within the area there is a listed Windmill and Monument, and these could be further barriers to development.</p>
Market Attractiveness	<p>This large site is of interest to developers. However, it poses risks associated with remediation and ground conditions. This would need to be investigated thoroughly in order to gauge the impact on viability.</p>
Access to workforce	<p>Located within an accessible area with access to a trained workforce and clear motorway links and public transport infrastructure located along the A460 which links Cannock and Wolverhampton.</p>
Unsuitable	
Potentially Suitable	<p>Option for access off Bognop Road or potentially through the Vernon Park estate. This site could be developed in part, particularly focusing on the area adjoining Vernon Park, subject to be able to viably address the sites remediation issues</p>
Suitable	

E42 FORMER SEVERN TRENT WORKS, WEDGES MILLS

Size	6.7 Hectares
Description	The site is a former sewage works and is located in Wedges Mills adjacent to existing residential developments and newly built industrial and logistics facilities to the north. The A4601 is located to the west of the site with the A5 nearby to the north.

Site Plan

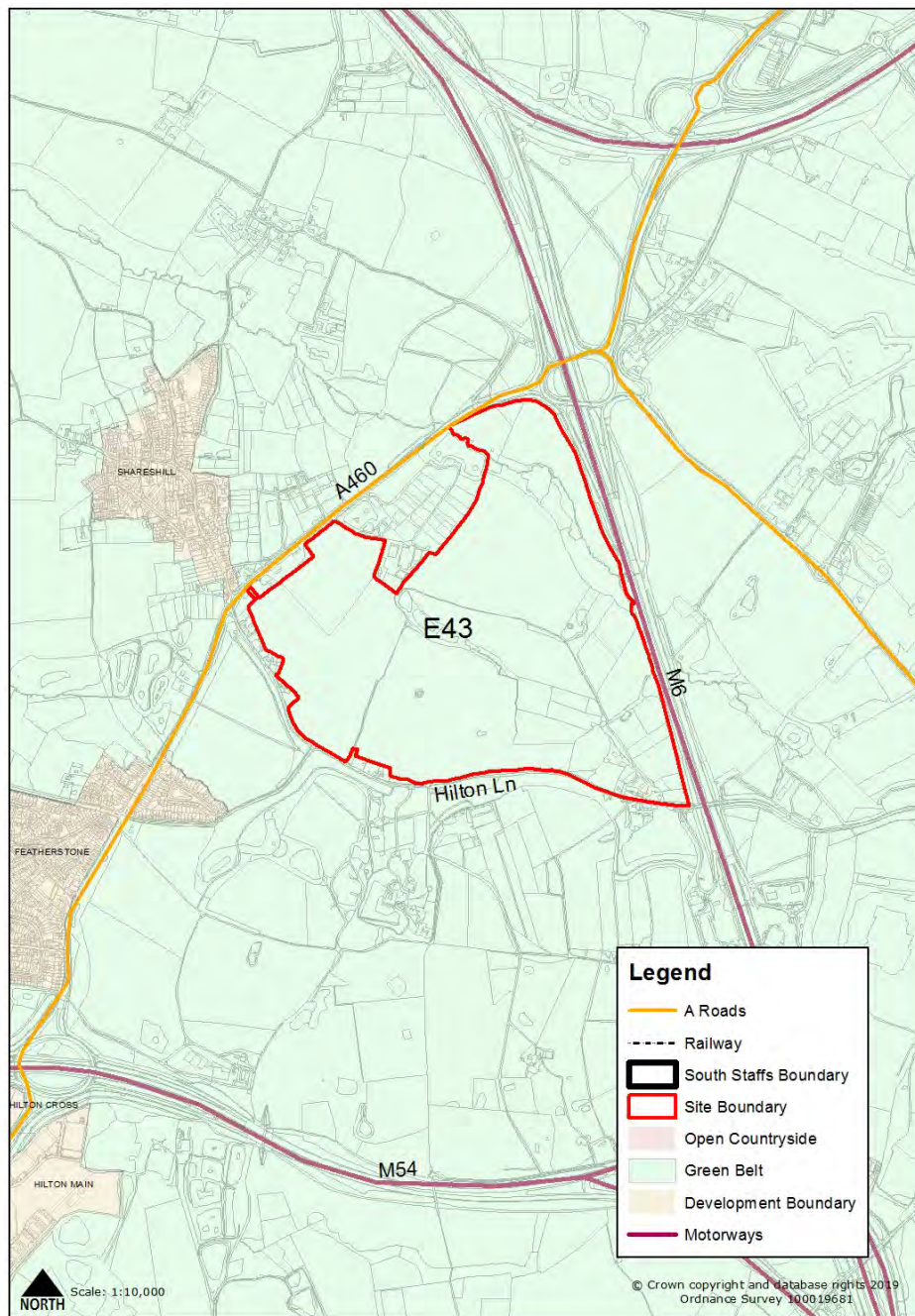


Key Constraints	<p>Designated Green Belt</p> <p>Part of the site to the north is within Cannock District and is identified within their ELAA as 'Not available'.</p> <p>There is no clear suitable access to the site with proposed access from Wolverhampton Road via narrow driveway next to a residential dwelling.</p> <p>Location away from the highway could impact on the market attractiveness of the site.</p> <p>Saredon Brook to the north of the site means that a large part of the site is in FZ3.</p> <p>Pools associated with former sewage use could impact on viability.</p>
Market Attractiveness	There are a number of new build large industrial units within the area. There is a clear market for this kind of development. However, this site has a number of constraints that at this stage deem it uneconomic to be brought forward.
Access to workforce	Due to the central location there is a good supply of local workforce and no limit to accessibility to the site.
Unsuitable	The site has many constraints with no clear access available unless formulated through the residential areas or newly built industrial area.
Potentially Suitable	
Suitable	

E43 Land at Junction 11 of Hilton Park

Size	89.2 Hectares
Description	<p>Very large site being promoted that would be strategic in nature. Site is within the Green Belt. The large strategic site has scope for employment use that, subject to suitable access being achievable, could potentially benefit from the proposed M54/M6 link road and links to existing transport infrastructure.</p> <p>The proposed M54/M6 link route would pass through the site - it is estimated that the developable area was around 70ha; however, it is believed that this will be reduced to around 52-54ha.</p>

Site Plan

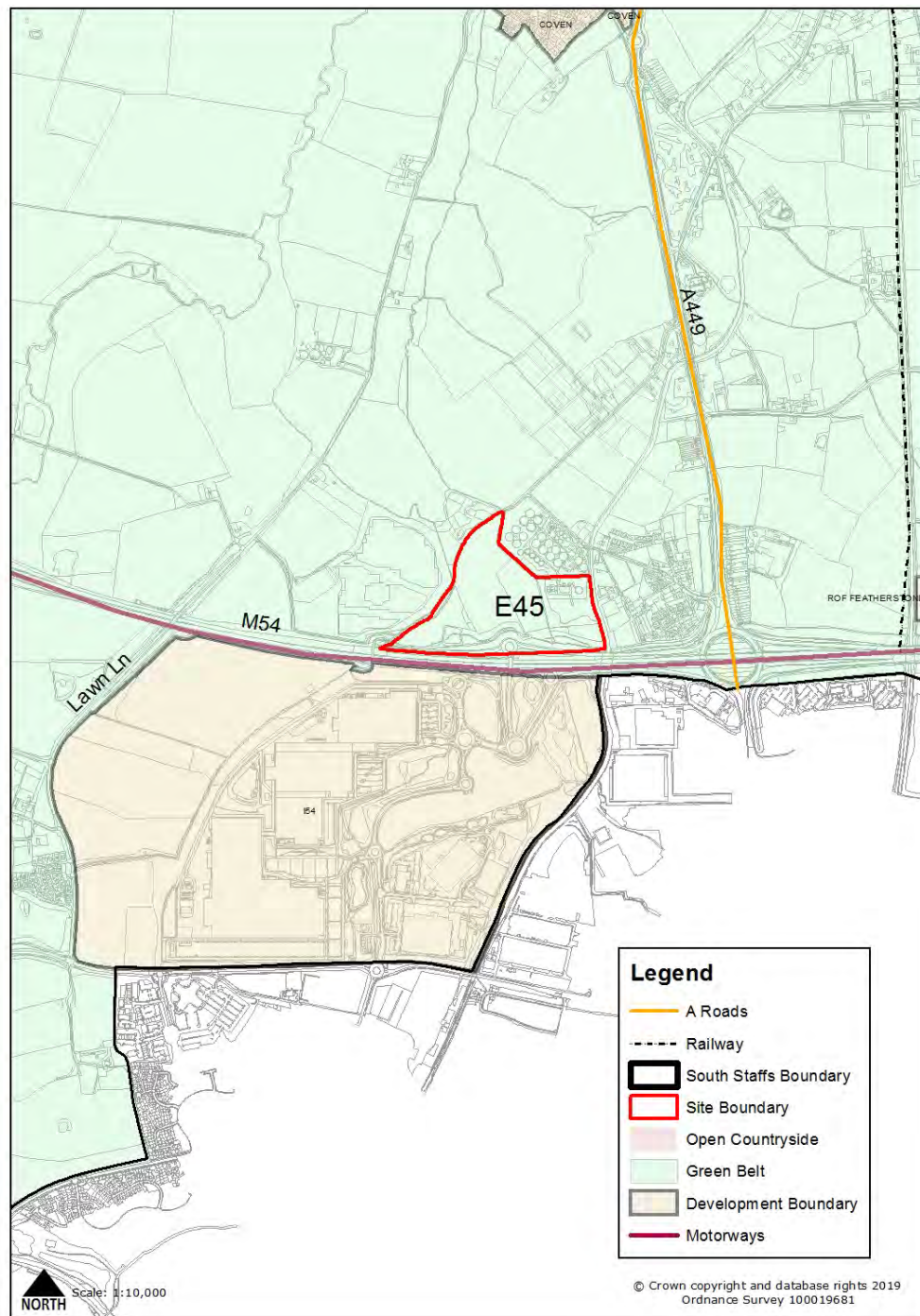


Key Constraints	<p>Designated Green Belt</p> <p>A number of Public Rights of Way are present on the site and the northern extent of the site is in FZ3.</p> <p>The new link road has been announced cutting through the site and could act as a constraint to developing the eastern half of the site. We envisage access to this eastern part of the site being an issue as Hilton Lane may not be suitable for HGVs and direct access onto the new link road is potentially problematic as it is a dual carriageway.</p>
Market Attractiveness	<p>The site can benefit from the M54/M6 link road that could increase the market attractiveness of the site, even though it will likely reduce the amount of developable land.</p> <p>There are potential supply chain opportunities. Size of the whole site (if deliverable) and proximity to Junction 11 make it an attractive proposition with close proximity to existing strategic employment sites/allocations such as i54, ROF, and Hilton Cross.</p>
Access to workforce	Due to the proposed M54/M6 link road there will be improved accessibility and decreased congestion in the wider area and ease of accessibility for the workforce.
Unsuitable	
Potentially Suitable	The site is potentially suitable providing it overcomes current policy constraints and subject to satisfactory access solution to access the eastern half of the site being found.
Suitable	

E45 LAND TO THE NORTH OF I54/M54

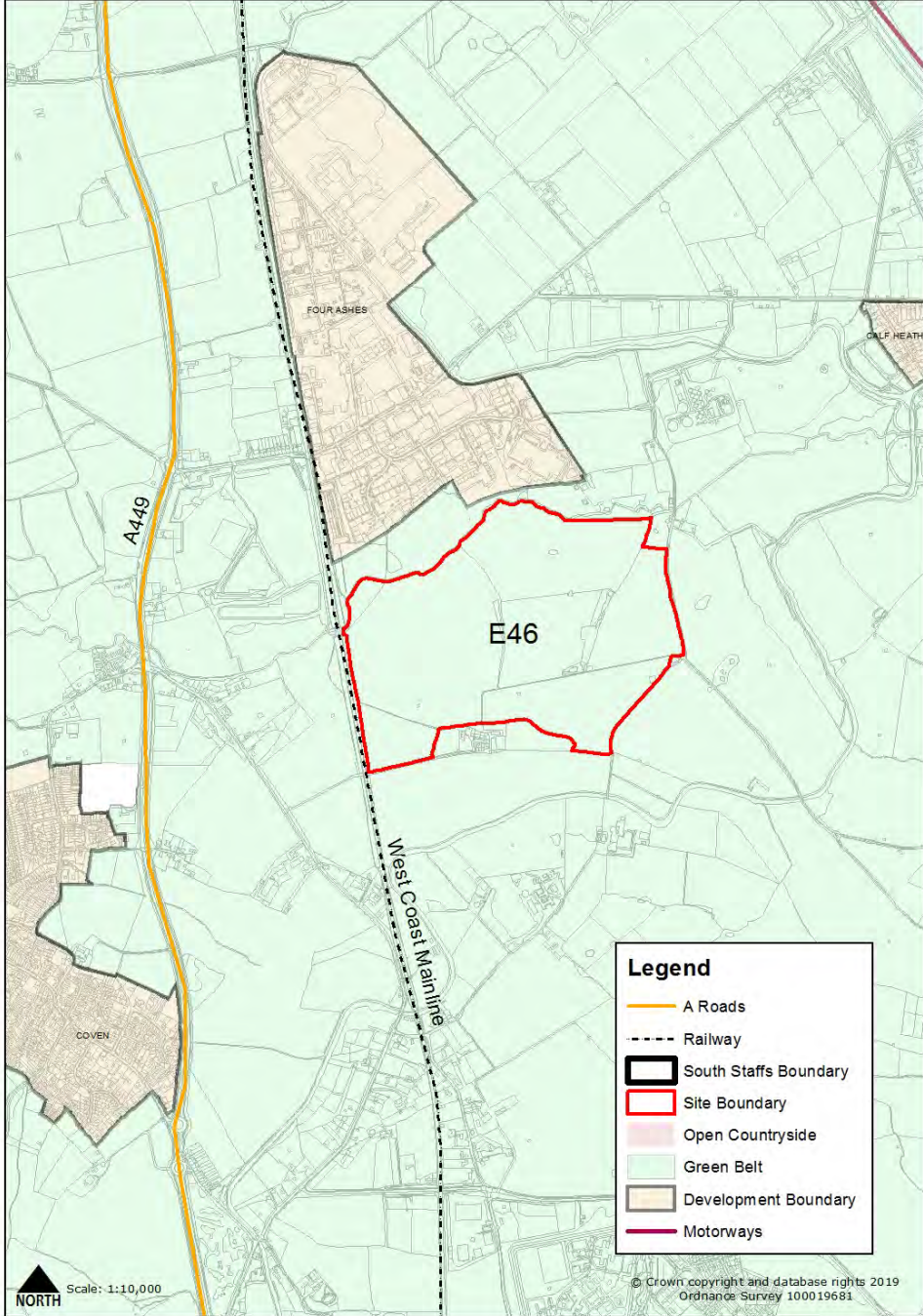
Size	14.2 Hectares
Description	The site is located just north of the M54 near Junction 2 and is strategically located close to i54, with potential access to the site off the northern roundabout that was created as part of the i54 junction improvements. The site is sloped in its topography and has some wooded areas. Adjacent uses include a sewage works.

Site Plan



Key Constraints	<p>Designated Green Belt</p> <p>Part of the site is in Flood Zone 3 with Watershead Brook running along the northern edge of the site which limits its development potential</p> <p>Proximity to sewage works</p> <p>Level of development planned for the area and the infrastructure needed to link the site to the strategic road network.</p>
Market Attractiveness	<p>JLR have received large amounts of investment with the new engine due to be developed and built in the i54 area, we envisage that a further supply chain will be needed which could draw related anchor tenants to further development. This development could supply smaller units suitable for the supply chain and access to Junction 2 and the new link road over the M54 direct to i54 is a unique selling point.</p>
Access to workforce	<p>i54 is well located with close proximity to the city of Wolverhampton, and has a large workforce on site presently. We therefore see access to workforce as not being an issue in the future.</p> <p>The current i54 is well connected with existing public transport routes in place for the workforce.</p>
Unsuitable	
Potentially Suitable	<p>Site is located adjacent to a sewage works which is in operational use and could affect the market attractiveness of the site; however, as this site would largely appeal to the employment sector this could be less of an issue.</p> <p>Site is well located, having access off the new junction developed as part of the i54 development, which has been very successful, including securing JLR as their anchor tenant.</p>
Suitable	

E46 ASPLEY FARM - LAND SOUTH OF FOUR ASHES

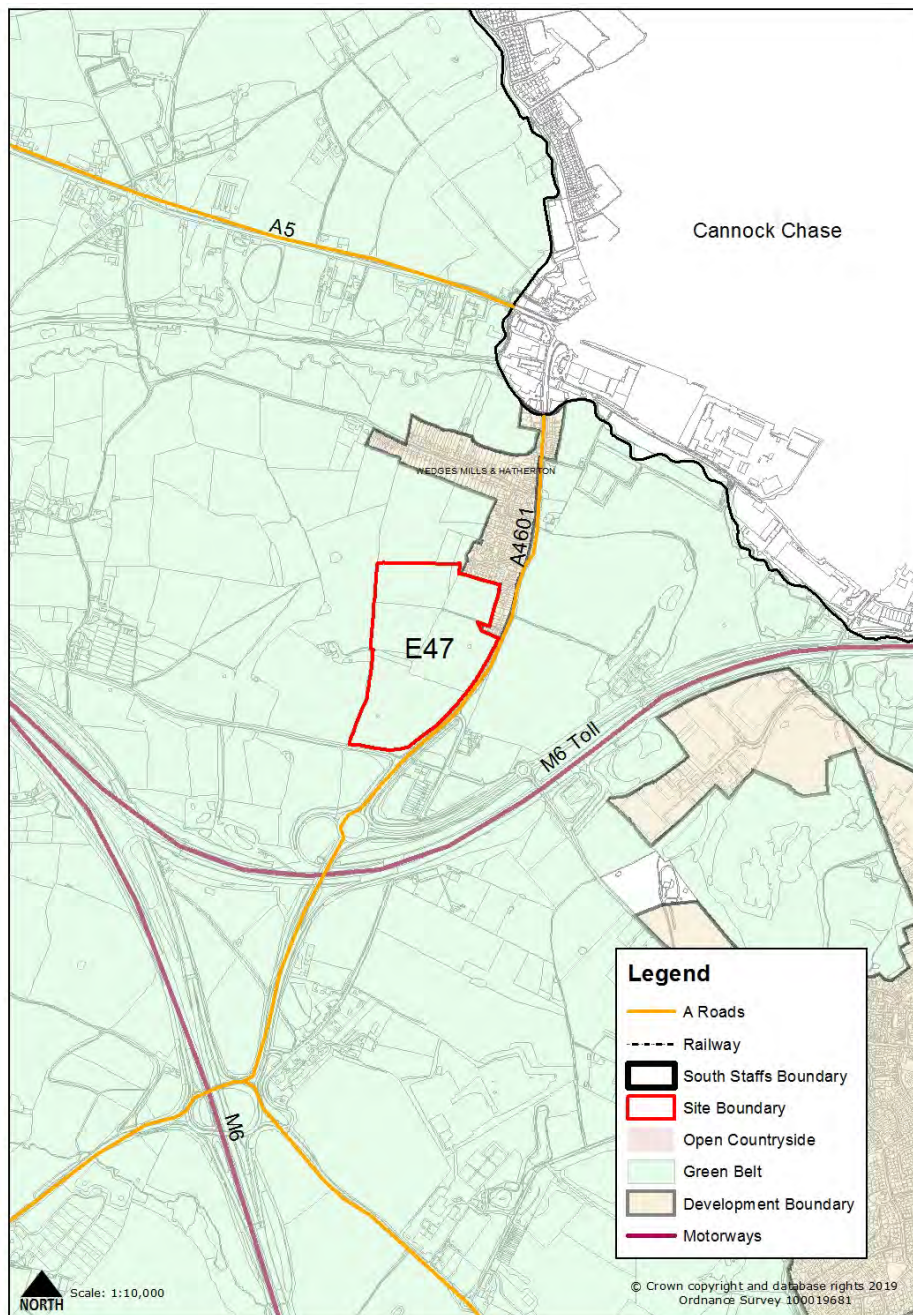
Size	52.26 Hectares
Description	The site benefits from its proximity to Four Ashes and is generally well-maintained agricultural farmland. The size of the site lends itself to large shed developers and could be a potential extension area to Four Ashes. The number of constraints associated with this development could make it less desirable to developers.
<p>Site Plan</p>  <p>The site plan map shows the location of E46 (Aspley Farm) in relation to surrounding areas. The site is outlined in red and is situated south of Four Ashes. To the west is the town of Coven, and to the south is the West Coast Mainline railway. The map also shows the A449 road and the South Staffs Boundary. The legend identifies various features: A Roads (yellow line), Railway (dashed line), South Staffs Boundary (thick black line), Site Boundary (red line), Open Countryside (light green), Green Belt (light green), Development Boundary (orange), and Motorways (purple line). A scale bar indicates 1:10,000 and a north arrow is present.</p>	
Key Constraints	Designated Green Belt WCML to the west constrains direct access to the A449.

	<p>Access could potentially be through existing Four Ashes site but this would involve crossing the Saredon brook and the wooded area that is a designated wildlife site. Due to this and Aspley Close being relatively small in terms of the proposed access, this may be less attractive to the market due to the lack of visibility and increased infrastructure / build costs.</p> <p>The northern edge and the south-east tip of the site is in flood zone 3.</p> <p>Site identified as high sensitivity in Council's Landscape Sensitivity Assessment (2015).</p>
Market Attractiveness	<p>The site is well located due to the distance from Four Ashes, which is a desirable location. Due to the site being over 50ha the amount of usable space can be limited while still providing a substantial development.</p> <p>As access would likely to be formulated from Aspley Close there is potential that the site may become isolated from the Four Ashes area and be less attractive to the market.</p>
Access to workforce	<p>The site benefits from the proximity to Four Ashes, which has an established workforce that can be enhanced further.</p> <p>Public transport allows access from Station Drive, which is close to the Four Ashes area; however, any extension ideally would require further infrastructure being put in place.</p>
Unsuitable	<p>Given the access constraints, the issue with crossing the brook and designated wildlife site and the fact that the development would not be visible from a main road (giving it a backland feel) means that it may be unsuitable</p>
Potentially Suitable	
Suitable	

E47 Land at Middlehill Farm (site A)

Size	17.11 Hectares
Description	<p>Middlehill Farm is made up of three sites totalling 60 acres located in the outskirts of Cannock within 0.7 miles of Junction 11 of the M6.</p> <p>Site A totals 17.11 Hectares and is located within close proximity to the M6 toll, with access to the site likely to be directly from the A4601. The site is flat in topography with the surrounding areas mainly used for agricultural, commercial and residential uses.</p>

Site Plan

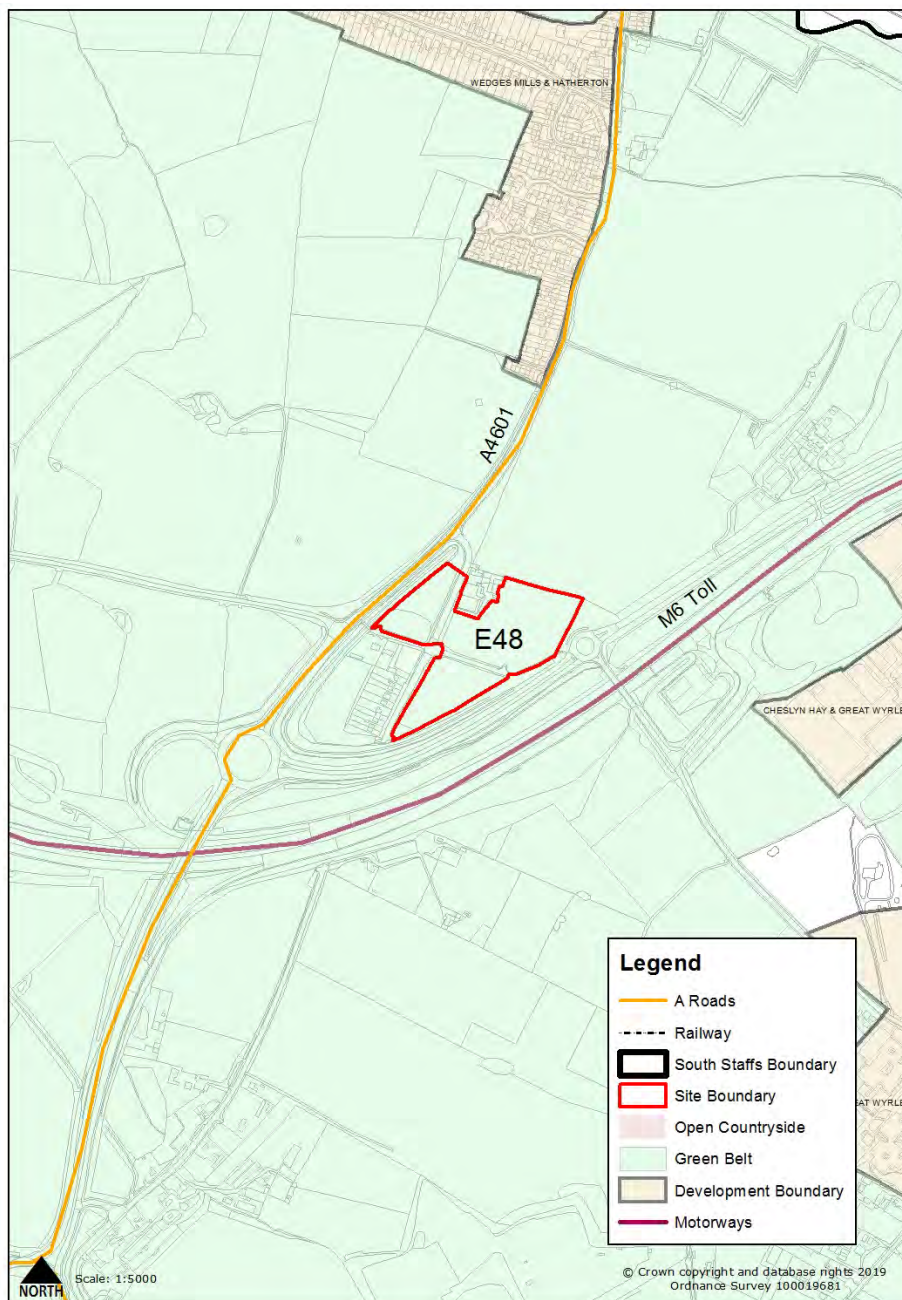


Key Constraints	<p>Designated Green Belt</p> <p>The site is close to some residential areas, which could lead to amenity issues</p> <p>There are a number of electricity pylons running across the site</p>
Market Attractiveness	<p>This is a relatively large site that is strategically located. Therefore, there will be high interest in the market from developers and occupiers alike due to the proximity to A5, M6 toll and M6 Junction 11. The location is close to Cannock and nearby industrial development and the site is flat greenfield land with no known remediation issues.</p>
Access to workforce	<p>There should be no issues with access to workforce due to being located in a strategic area in close proximity to Cannock and the strategic road network.</p> <p>There is an existing public transport link along Wolverhampton Road which links Brinsford, Wolverhampton and Cannock.</p>
Unsuitable	
Potentially Suitable	<p>This site is potentially suitable providing it overcomes existing policy constraints in place.</p>
Suitable	

E48 LAND AT MIDDLEHILL FARM (SITE B)

Size	3.79 Hectares
Description	<p>Site B located opposite Middlehill Farm is well linked to the existing M6 motorway network via Junction 11, with access to the site likely to be directly from the A4601.</p> <p>The site is flat in topography and the surrounding area has a number of established locations for commercial activity such as Cedars Business Centre, Longford, Gallan Park and South Staffordshire Business Park – Hawkins Drive.</p>

Site Plan

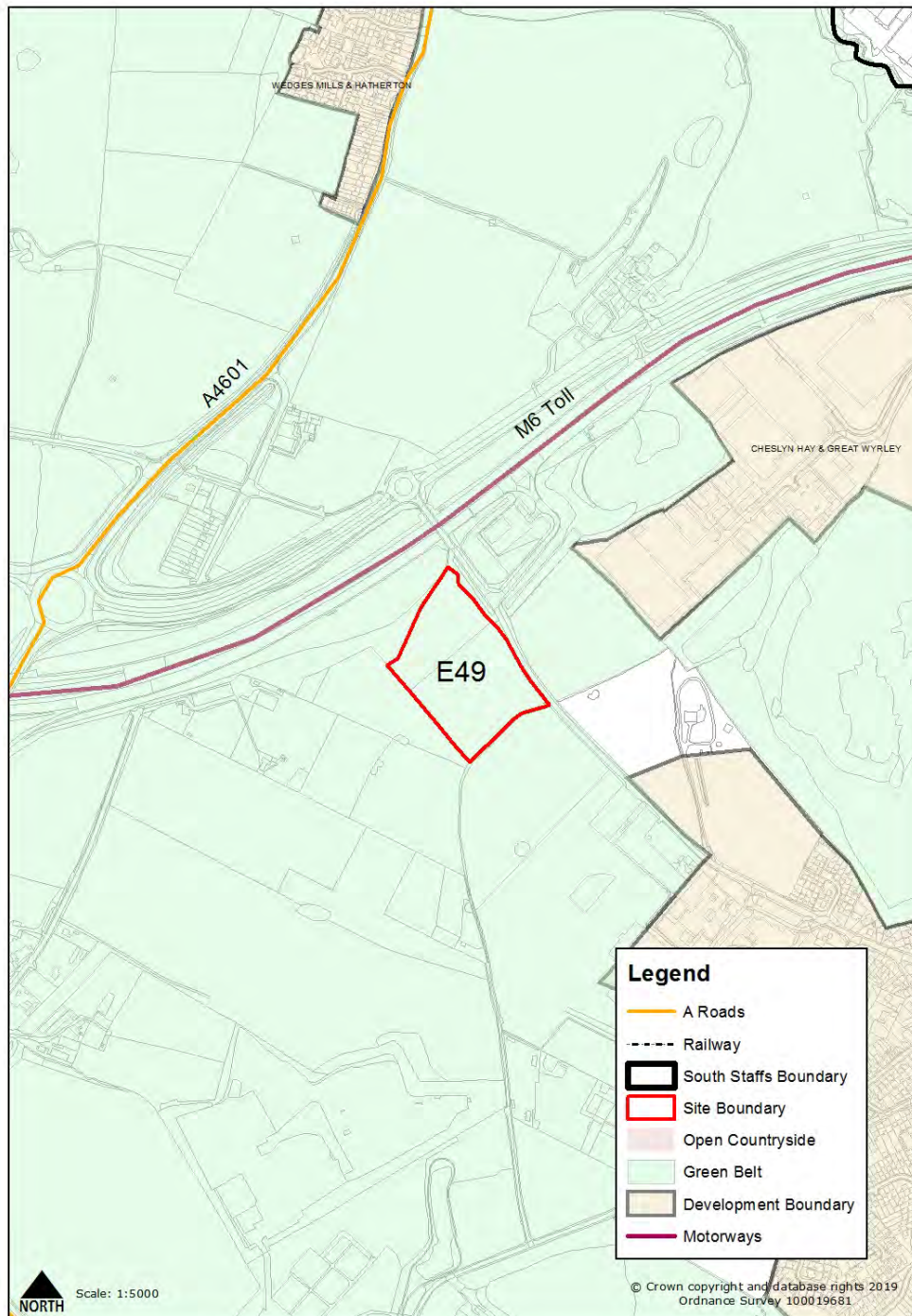


Key Constraints	Designated Green Belt The site has a low number of constraints to commercial development although the site is close to an established residential area
Market Attractiveness	The site is strategic in location with excellent access to the motorway network and the Cannock area.
Access to workforce	There should be no issues with access to workforce due to being located in a strategic area in close proximity to Cannock and the strategic road network. There is an existing public transport link along Wolverhampton Road which links Brinsford, Wolverhampton and Cannock.
Unsuitable	
Potentially Suitable	This site is potentially suitable subject to being master planned to overcome existing physical and policy constraints in place.
Suitable	

E49 Land at Middlehill Farm (site c)

Size	3.3 Hectares
Description	Site C is located south east of Middlehill Farm and is made up of a number of agricultural fields bounded Saredon Road. The site is well linked to the existing M6 motorway network via Junction 11 and is generally flat in topography.

Site Plan

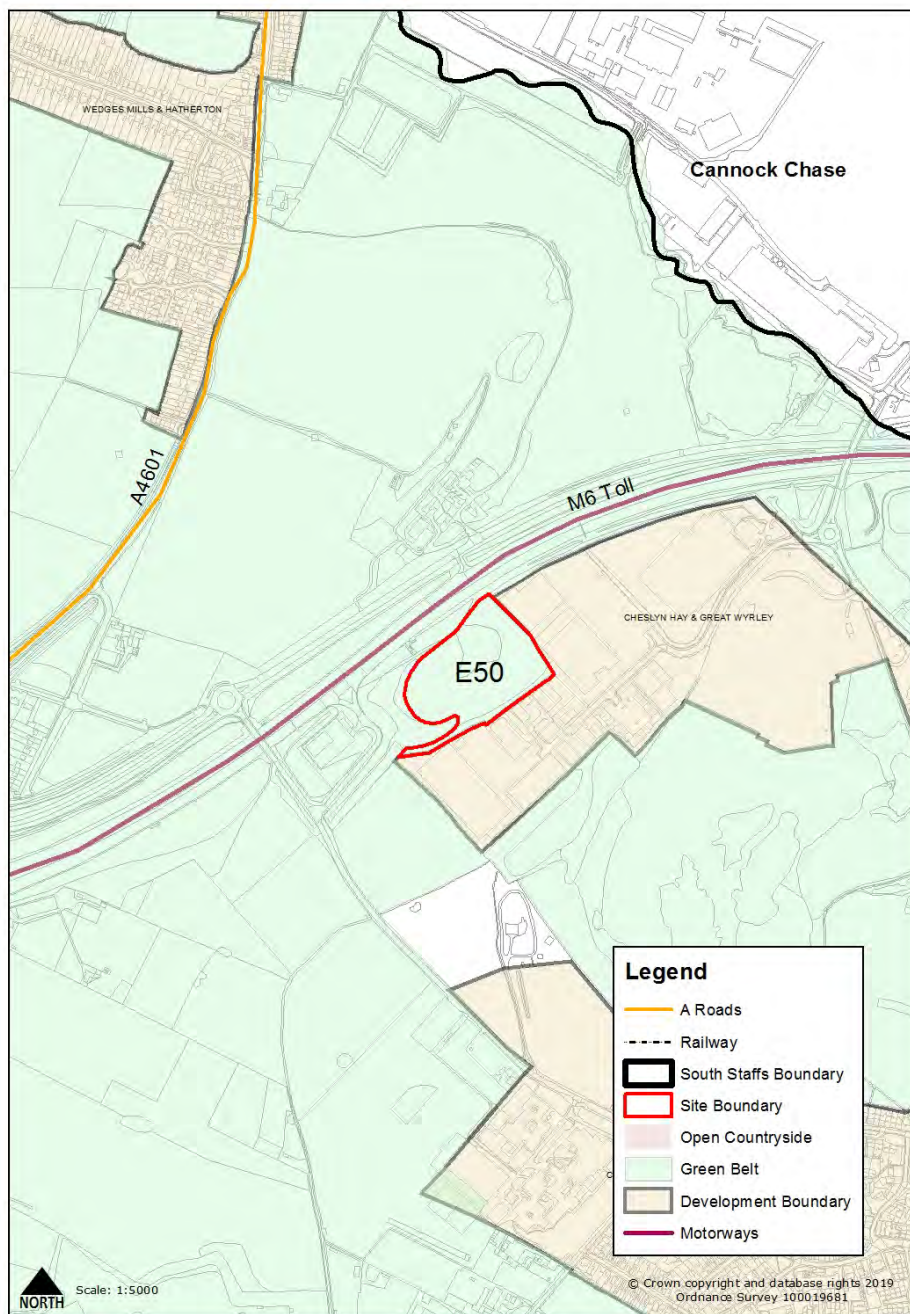


Key Constraints	Designated Green Belt The site is on a slight hill.
Market Attractiveness	The site is strategic in location with excellent access to the motorway network and the Cannock area.
Access to workforce	There should be no issues with access to workforce due to being located in a strategic area in close proximity to Cannock and the strategic road network. There is an existing public transport link along Wolverhampton Road which links Brinsford, Wolverhampton and Cannock.
Unsuitable	
Potentially Suitable	This site is potentially suitable providing it overcomes existing policy constraints in place.
Suitable	

E50 Land at M6 Toll, Cheslyn Hay

Size	2.76 Hectares
Description	<p>The land at M6 Toll is located adjacent to the M6 toll and adjoins Hawkins Drive and has the potential to provide scope for natural expansion to the existing employment development (providing the plot being accessible from the main point of access from Hawkins Drive).</p> <p>The site is uneven and is vegetated. The alternative access to the site is via Saredon Road although access up to this road is not in the site promoters' control.</p>

Site Plan



Key Constraints

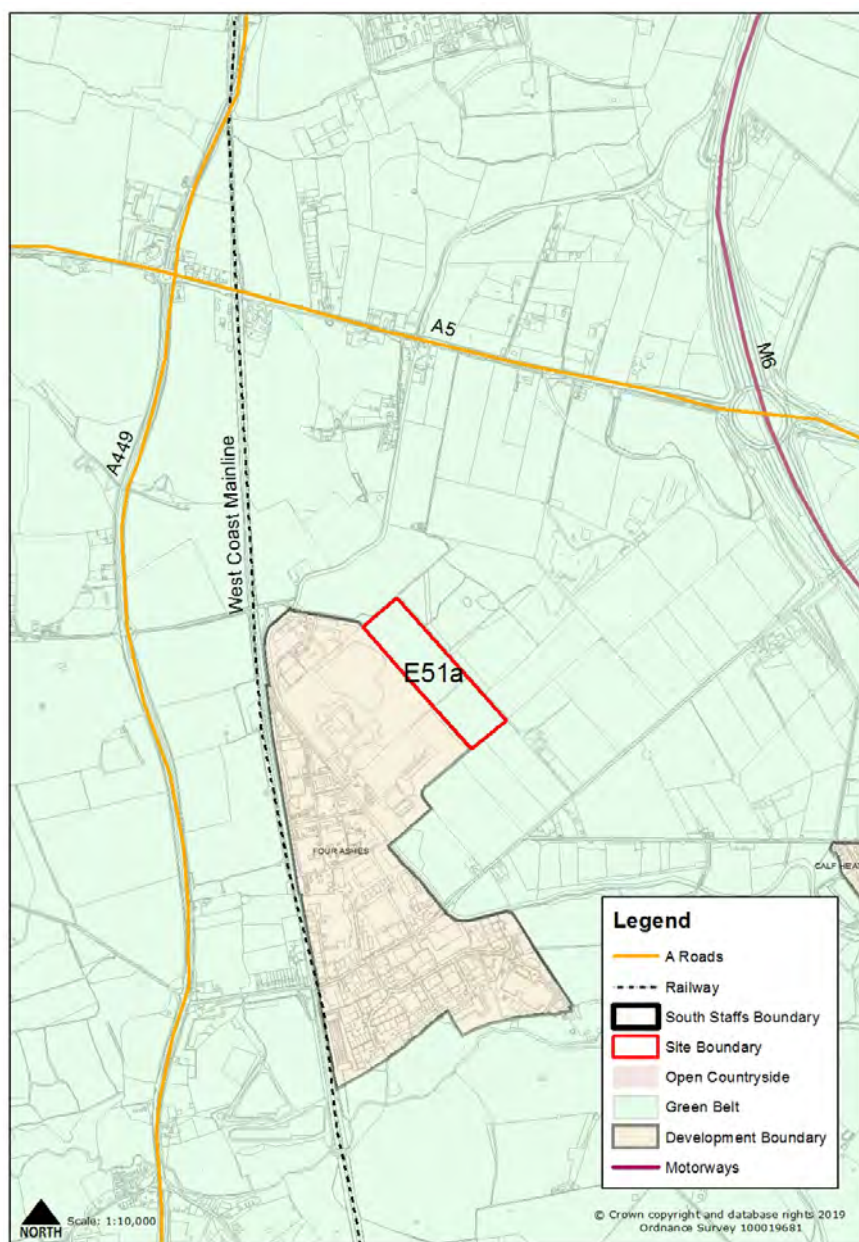
Designated Green Belt

	Access direct onto the Saredon Road is not in the site promoters' control No clear access to the site through the Hawkins Drive Industrial area
Market Attractiveness	This site is strategically located. Therefore, there would be high interest in the market from developers and occupiers alike due to the proximity to M6 toll and M6 Junction 11, and its location nearby to Cannock and adjacent industrial development (i.e. extension to Hawkins Drive Industrial Estate).
Access to workforce	There should be no issues with access to workforce due to being located in a strategic area in close proximity to Cannock and the strategic road network. There is an existing public transport link along Coppice Lane which links Brinsford, Wolverhampton and Cannock.
Unsuitable	
Potentially Suitable	Subject to access, site within an established employment area and therefore could form a logical extension to Hawkins Drive Industrial Estate.
Suitable	

E51a Extension to Bericote Four Ashes (site a)

Size	6.96 Hectares
Description	<p>The Bericote Four Ashes site directly to the south west of the proposed site has been heavily invested in recently with the completed and occupied Gestamp, and developed smaller units to the west of Gestamp. The site looks to be an ideal location for an extension to the already developed and operating site.</p> <p>Access proposed off Gravelly Way, which already has the infrastructure to facilitate the vehicles associated with Gestamp.</p> <p>The constraint associated with this site is that its development would likely mean the loss of some woodland at Calf Heath wood.</p>

Site Plan



Key Constraints	Designated Green Belt Loss of woodland associated with Calf Heath Wood
Market Attractiveness	Bericote Four Ashes is a highly desirable area that has had significant investment recently we envisage that there is further development potential on site.
Access to workforce	The Bericote Four Ashes site can be accessed via public transport at Gravelly Way that connects Wolverhampton and Stafford Town Centre with services running hourly. The wider area has experience within industrial / logistics and we envisage no issues regarding access to workforce.
Unsuitable	
Potentially Suitable	We see this site as a potentially suitable site for further development subject to appropriate policy constraints being overcome.
Suitable	

E51b Extension to Bericote Four Ashes (site b)

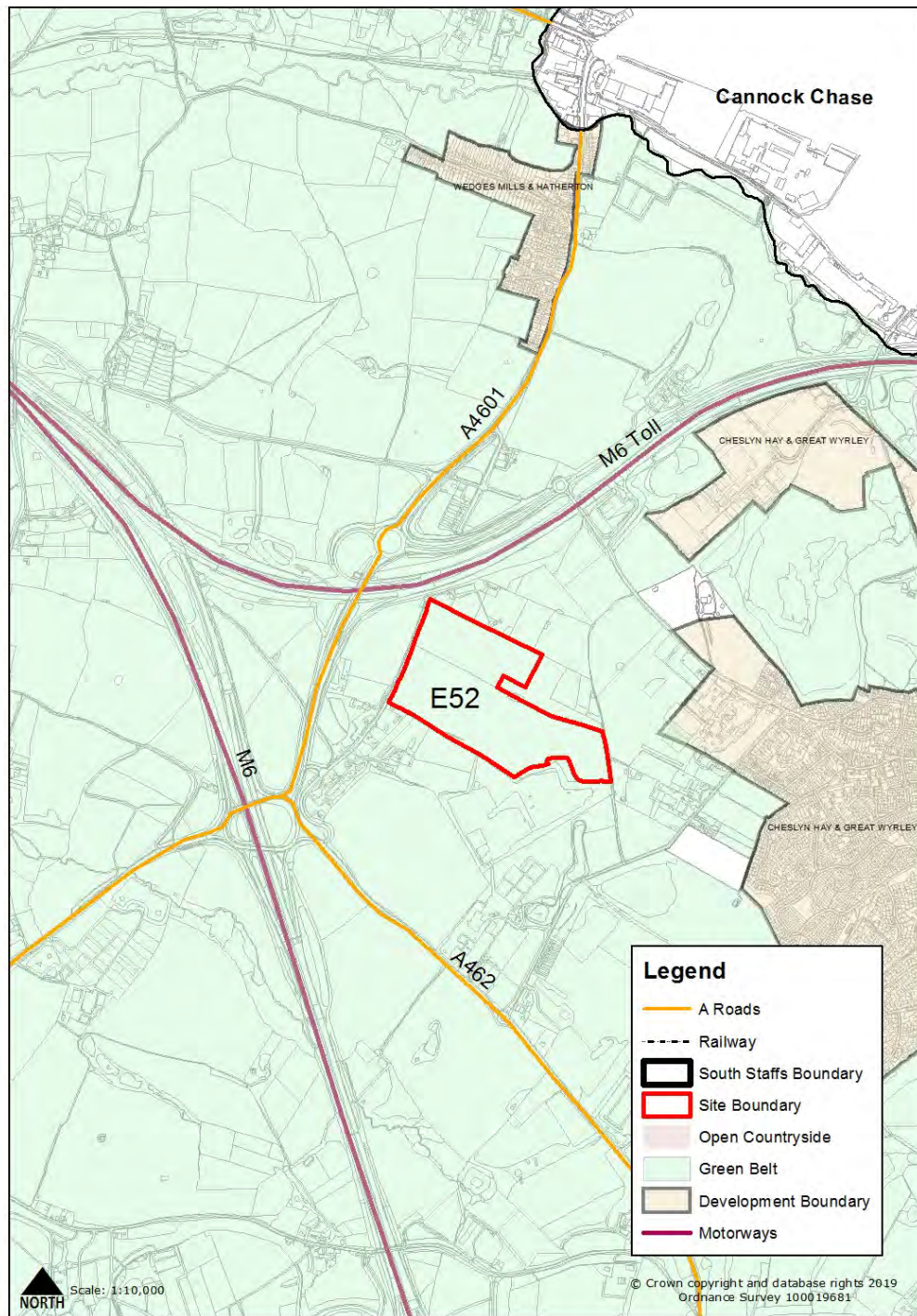
Size	1.92 Hectares
Description	Site B would form a further extension to Bericote Four Ashes with limited constraint to development associated with the site, a new access could be proposed off Vicarage Road in order to improve accessibility and further enhance the Bericote Four Ashes site with another point of access.
Site Plan	<p>© Crown copyright and database rights 2019 Ordnance Survey 100019681</p>
Key Constraints	Designated Green Belt Runs adjacent to a canal conservation area.
Market Attractiveness	Bericote Four Ashes is a highly desirable area that has had significant investment recently we envisage that there is further development potential on site.

Access to workforce	<p>The Bericote Four Ashes site can be accessed via public transport at Gravelly Way which connects Wolverhampton and Stafford Town Centre with services running hourly, the wider area has experience within industrial / logistics and we envisage no issues regarding access to workforce.</p> <p>The Bericote Four Ashes site can be accessed via public transport at Gravelly Way that connects Wolverhampton and Stafford Town Centre with services running hourly. The wider area has experience within industrial / logistics and there will not be any issues regarding access to workforce.</p>
Unsuitable	
Potentially Suitable	This site is a potentially suitable site for further development subject to appropriate policy constraints being overcome.
Suitable	

E52 Land at Laney Green

Size	17.7 Hectares
Description	This site is a significant parcel of land that would be accessed via Wolverhampton Road and is generally clear agricultural land on a slight slope. The site is located just off the M6 and is well connected to the motorway network.

Site Plan



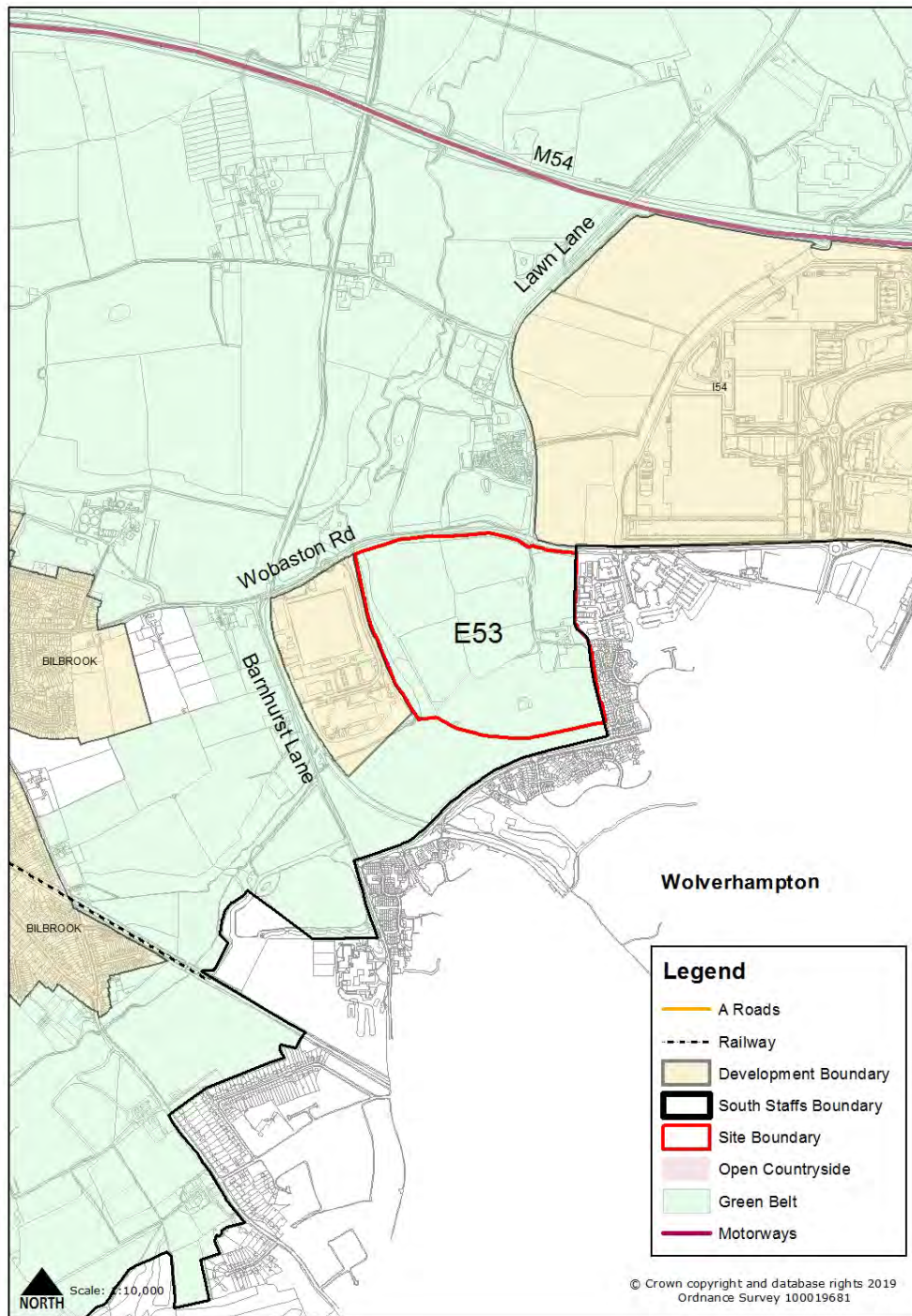
Key Constraints	Designated Green Belt
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	Potential residential amenity issues with homes to the south west of the site along the Wolverhampton Road.
Market Attractiveness	The site is large and is strategically located near to the M6 road network, it is relatively flat in topography and has the potential to attract a range of developers / occupiers.
Access to workforce	There is an existing area of employment in close proximity. Access to employees / workforce is not an issue due to the proximity to Cannock as a major urban area and public transport links located in nearby Cheslyn Hay
Unsuitable	
Potentially Suitable	This site is potentially suitable providing it overcomes associated policy constraints and subject to being accessible.
Suitable	

E53 UPPER PENDEFORD FARM

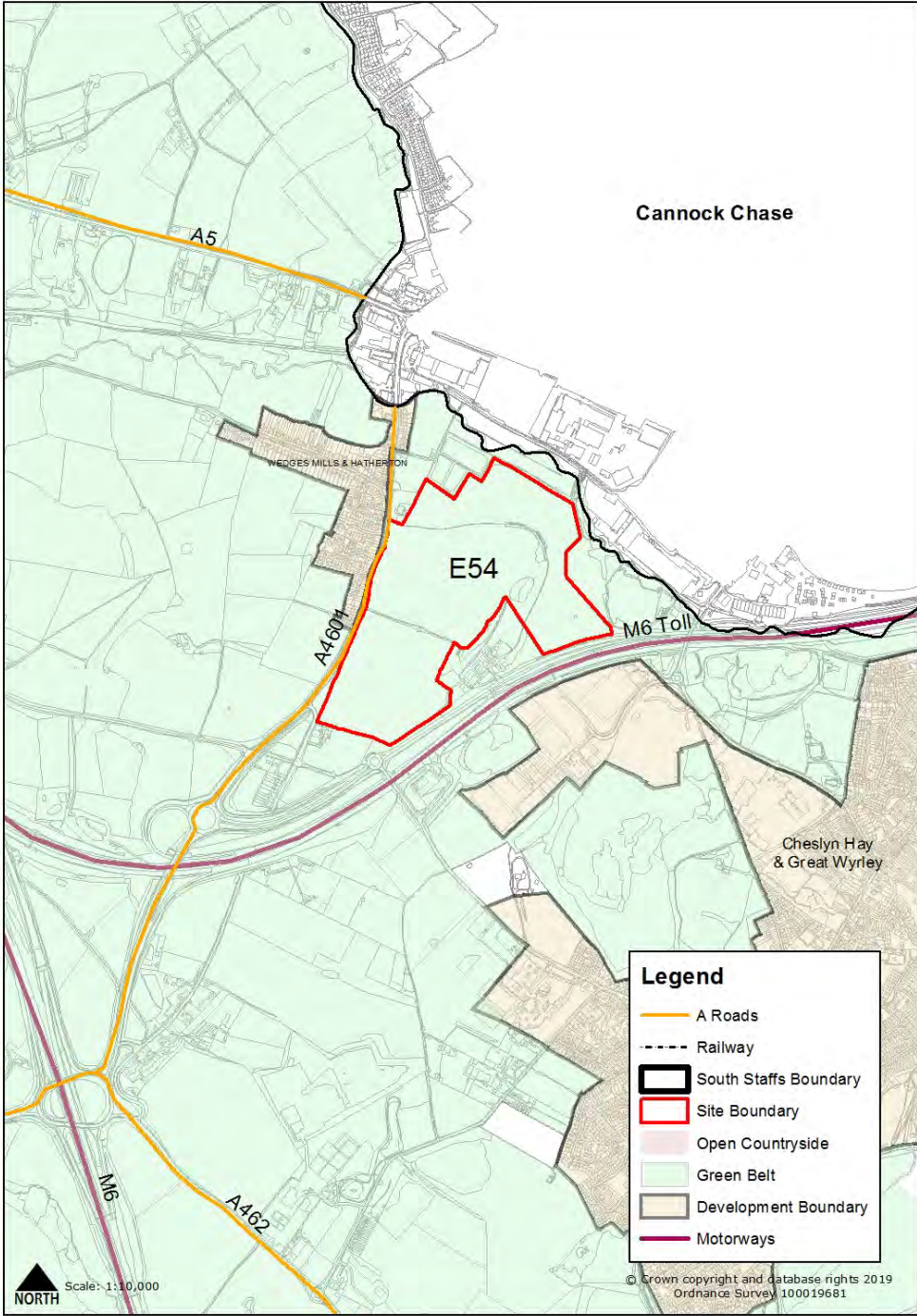
Size	35.11 Hectares
Description	<p>The site is sloped towards the River Penk and the existing industrial area. Access to the site would be from the Wobaston Road.</p> <p>The site is within close proximity to the i54 development, Pendeford Business Village and Owens Trading Estate. The main occupiers for these schemes are JLR, Lloyds Banking Group and Seconique respectively.</p>

Site Plan



Key Constraints	<p>Designated Green Belt.</p> <p>The site is sloping in topography down towards the River Penk.</p> <p>There appears to be a historical monument (Pillbox) located on site and the South-Eastern edge of the site is close to the existing residential developments.</p>
Market Attractiveness	<p>The site could attract various occupiers and it has the potential to both service the industrial and office markets as the office sector would hold less opposition adjoining residential homes from local residents and the potential industrial units could adjoin the existing units at Owens Trading Estate.</p> <p>The site is not as well connected to the motorway as some other sites and access could potentially cause issues for large vehicles.</p>
Access to workforce	<p>There are a range of existing workers in the area specifically at i54 and Pendeford Business Village. This suggests that access to workforce is not an issue due to the proximity to the City of Wolverhampton and there being an existing bus service to Pendeford Business Park.</p>
Unsuitable	
Potentially Suitable	<p>This area has the potential to attract good quality tenants due to the continued investment in infrastructure and development. This site is potentially suitable subject to overcoming policy constraints and some topography issues.</p>
Suitable	

E54 – east of Wolverhampton Rd

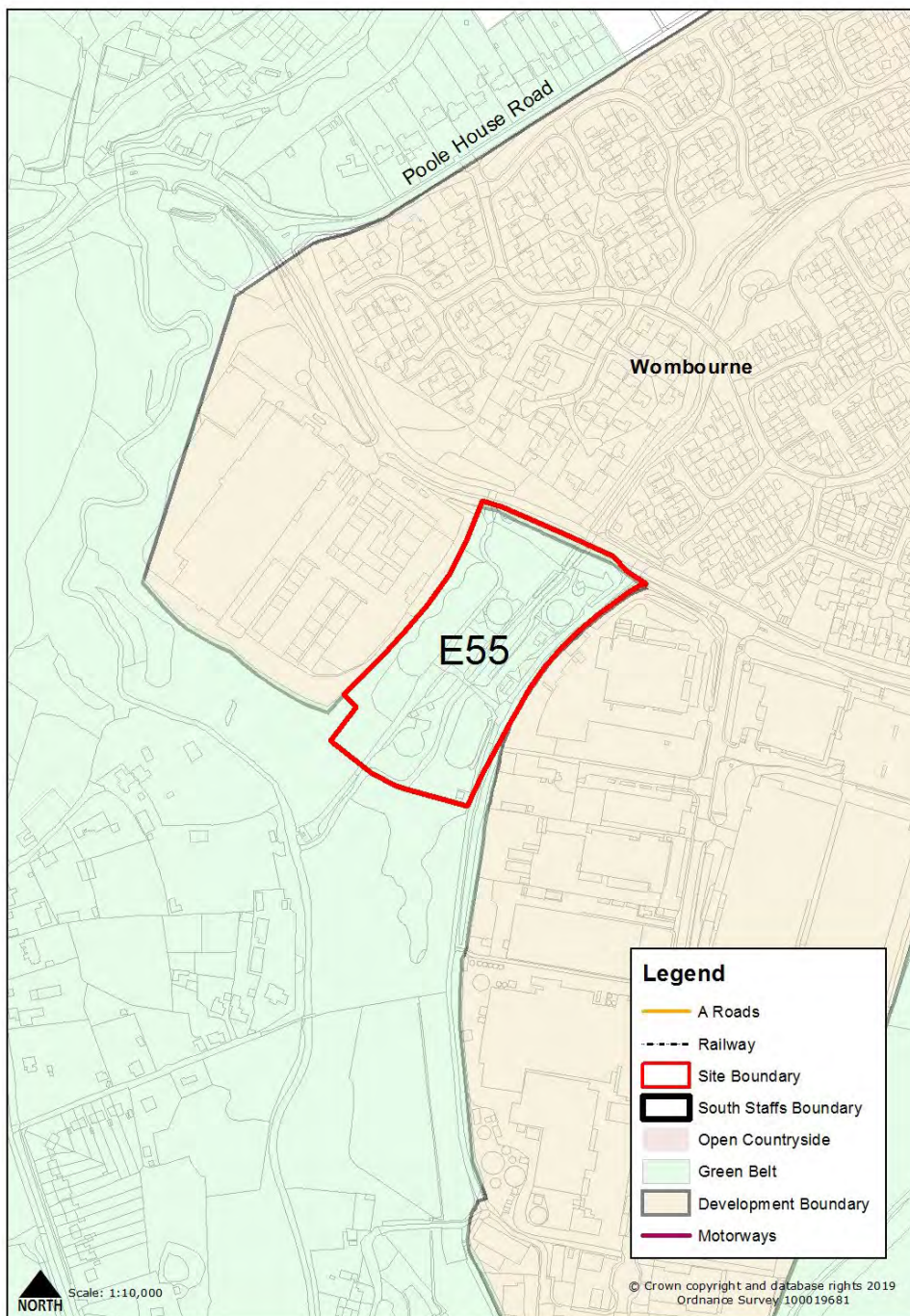
Size	36 Hectares
Description	The site east of Wolverhampton Road is well contained by the M6 toll to the south, the A4601 to the east and the Saredon and Wyrley brook to the north and west. There is commercial development to the north of the site and to the south beyond the M6 toll.
<p>Site Plan</p>  <p>The map shows the E54 site (red outline) situated east of Wolverhampton Road. To the north is Cannock Chase, and to the south is Cheslyn Hay & Great Wyrley. The site is bounded by the A4601 to the east and the M6 Toll to the south. The A5 and A462 are also shown. The map includes a legend for A Roads, Railway, South Staffs Boundary, Site Boundary, Open Countryside, Green Belt, Development Boundary, and Motorways. A scale bar indicates 1:10,000 and a north arrow is present.</p>	

Key Constraints	<p>Designated Green Belt.</p> <p>Potential key constraints associated with this site include residential amenity with a cluster of dwellings to the west of the A4601.</p> <p>To the north of the site is Saredon Brook and an area that falls within Flood Zone 3.</p> <p>Topography.</p>
Market Attractiveness	<p>This is a large site that is strategically located we envisage high interest in the market from developers and occupiers alike due to the proximity to A5, M6 toll and M6 Junction 11. The location is close to Cannock and nearby commercial development and the site is flat greenfield land with no known remediation issues.</p>
Access to workforce	<p>There should be no issues with access to workforce due to being located in a strategic area in close proximity to Cannock and the strategic road network.</p> <p>There is an existing public transport link along Wolverhampton Road which links Brinsford, Wolverhampton and Cannock</p>
Unsuitable	
Potentially Suitable	<p>A mixed-use development or standalone employment site would further enhance the sustainability credentials of the site. Due to the location, a commercial development would be suitable subject to current policy constraints and overcoming topography concerns.</p>
Suitable	

E55 – Bridgnorth Road Sewage Works WV5 oAL

Size	2.77 ha
Description	<p>This site is the former Severn Trent water treatment centre located off Bridgnorth Road, Wombourne. The site is adjacent to Wombourne Enterprise Park and the Heath Mill Road commercial areas.</p> <p>The neighbouring commercial areas are popular trading areas and are well occupied. At the same time, it needs to be noted that there is a waterway running through the site, access is from Bridgnorth Road but there is limited infrastructure in place.</p>

Site Plan

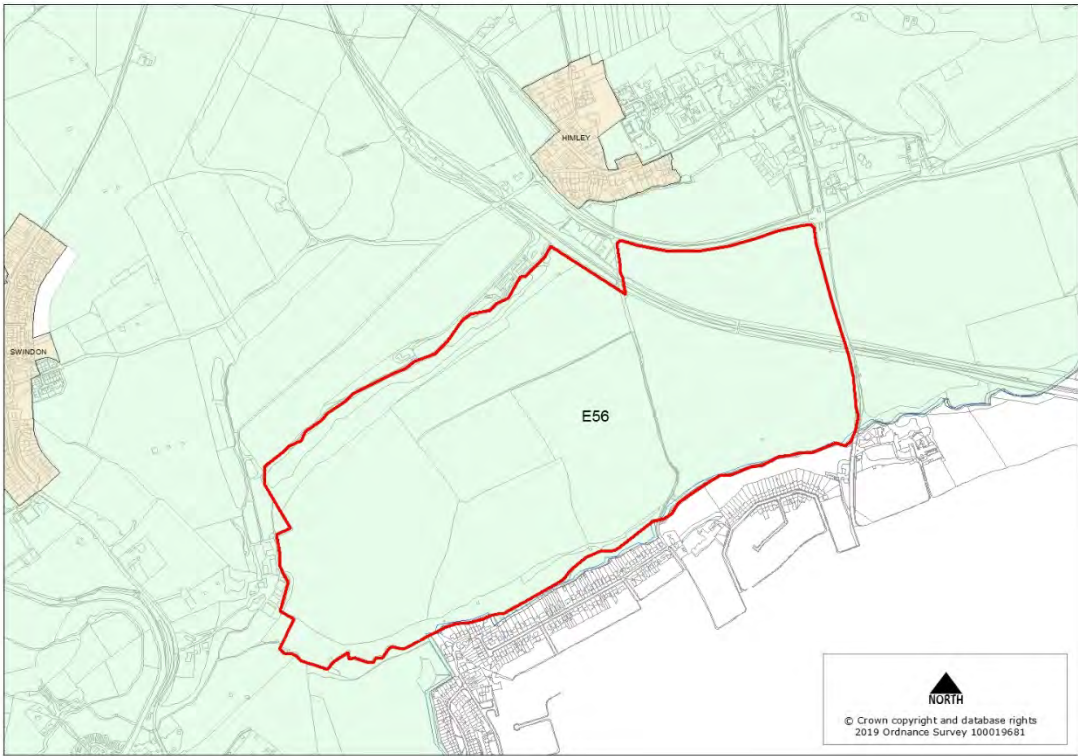


Key Constraints

Designated Green Belt

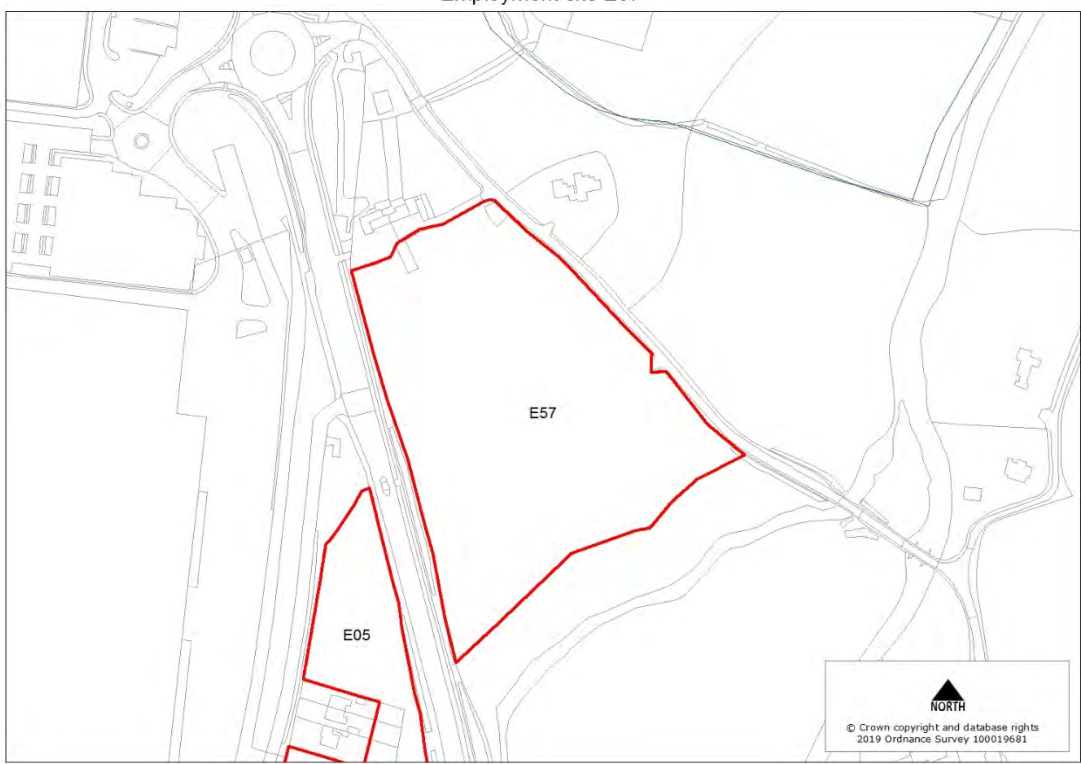
	<p>Former sewage works</p> <p>Waterway intersecting</p> <p>Floodplain</p> <p>New access needed</p> <p>Cost of remediation</p>
Market Attractiveness	<p>The site is currently marketed (although there does not appear to be an immediate buyer) and the area is popular for commercial uses, already well occupied by numerous large operators.</p> <p>There would need to be significant investment to bring this site to a serviceable plot due to the current / previous use.</p>
Access to workforce	<p>Good access off Bridgnorth Road although a new access route would need to be created.</p> <p>The site is well located in a commercially active location with public transport access points along Bridgnorth Road.</p>
Unsuitable	Likely to be unsuitable due to the current / previous use requiring large investment to revert to normal serviceable commercial developable plots.
Potentially Suitable	
Suitable	

E56 – Land at Wall Heath

Size	80.66 Hectares
Description	<p>The large site is in the Green Belt located north of the Wall Heath urban area. The site is currently used for agricultural use with a number of public rights of way and footpaths that intersect the site. The area in question is predominantly bordered by residential use and agricultural use, within the wider area there are existing commercial uses at the large Pensnett industrial estate and the Dudley area.</p> <p>Any development will be within open countryside that would result in a significant loss of green space; however, the land has the potential to provide a significant amount of employment space c. 84,844 m² that could potentially be designed / master planned to minimise the impact on the surrounding environment.</p>
<p>Site Plan</p> <p>Employment site E56</p> 	
Key Constraints	<ul style="list-style-type: none"> • Designated Green Belt • Loss of agricultural land • Access appears reliant on a bridge cutting across railway walk - mature tree belt along here could constrain access. • Possible amenity issues with residential development to the south
Market Attractiveness	The site is large in scale and potentially suitable for commercial development, the site appears to have a gradual level change and

	would be subject to minimal abnormal development issues. The site offers a range of potential size of units / units.
Access to workforce	The site is located close to the Dudley and central Birmingham urban area and has existing public transport routes. We envisage there being no issue with access to workforce.
Unsuitable	
Potentially Suitable	This site is potentially suitable for B1(a) office and B2 / B8 industrial use. A proposed masterplan integrates sustainable features and permeability across the site. An initial high-level assessments of baseline conditions have been undertaken by the site promoter which indicate that there are no technical, physical or environmental constraints that would prevent the development of the site. However, access reliant upon crossing an elevated railway walk could potentially be a significant constraint and would require further site investigation.
Suitable	

E57 – Land at Mount Pleasant, Dunston

Size	2.60 Hectares
Description	<p>Land is in open countryside located opposite the Acton Gate industrial area; it is currently used for agricultural use. The site is opposite to a number of current commercial uses and has the potential to provide further employment space.</p> <p>Any development will be within open countryside. This would result in a loss of green space. However, the land is well connected to the motorway network and there is scope for development that would see limited impact on greenfield loss, while providing an extension to a well operating business area which could be used as occupational space.</p>
Site Plan	<p>Employment site E57</p> 
Key Constraints	<ul style="list-style-type: none"> • Designated Open Countryside • Potential for amenity issues with a farm to the north of the site • Limited key constraints associated with this site other than limited loss of agricultural land
Market Attractiveness	<p>The site is a natural expansion to the existing large-scale commercial development, the site appears to be flat and would be subject to minimal abnormal development issues. It is positive to see a proposal for a mix of end uses including office and light industrial.</p>

Access to workforce	The site is located close to junction 13 of the M6 and benefits from public transport passing alongside the site.
Unsuitable	
Potentially Suitable	<p>This site is potentially suitable for B1(a) office and light industrial use in line with the current development in the wider area subject to overcoming necessary policy constraints.</p> <p>The area is well connected and has a track record of project delivery with established operating tenants.</p>
Suitable	