

Employment Land Review 2014



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Section 1 - Introduction

Purpose of this update

This report sets out the processes and findings of the Nuneaton and Bedworth Employment Land Review (ELR) (2014). It has been produced taking into account the National Planning Policy Framework (NPPF), and National Planning Policy Guidance (NPPG). In addition, this ELR takes account of any feedback the Council has previously received regarding this type of work. Specifically the Council consulted on a Preferred Options Borough Plan (2013). Consultation responses have been given consideration in developing the ELR. The ELR has been undertaken by officers working for Nuneaton and Bedworth Borough Council (NBBC).

Study requirements

The main requirements of this update are:

- Ensure compliance with the NPPF is achieved;
- Take account of Government guidance in respect of ELR's;
- Take account of feedback the Council has received regarding ELR related matters;
- Review and identify the level of employment growth associated with the Council's emerging Borough Plan;
- Review and identify appropriate sites to support long term economic growth within the Borough;
- Update the assessment of existing industrial estates within the Borough, identifying the suitability for continued economic use during the Borough Plan period;
- Consider and recommend a policy approach regarding land adjacent to industrial estates;
- Consider and review the suitability of a proposed 20 hectare (ha) restriction to B8 uses during the Borough Plan period.

- Support the development of NBBC emerging Economic Development Strategy;
- Associated with all of the above, take account of, wider evidence base such as Local Enterprise Partnership (LEP).

Section 2 - Guidance, Policies and Strategies

The key documents that have been considered in the in updating the ELR are set out below.

National

NPPF

The NPPF sets out the Government's planning policies for England and how these are expected to be applied. The NPPF provides the basis for facilitating sustainable development. In essence the NPPF seeks to deliver positive growth that will help achieve economic, environmental and social progress for this and future generations. Of specific importance to this study the NPPF identifies the following fundamental matter:

Figure 1 – NPPF extract

14. At the heart of the National Planning Policy Framework is a **presumption in favour of sustainable development**, which should be seen as a golden thread running through both plan-making and decision-taking.

For **plan-making** this means that:

- local planning authorities should positively seek opportunities to meet the development needs of their area;
- Local Plans should meet objectively assessed needs, with sufficient flexibility to adapt to rapid change, unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.⁹

For **decision-taking** this means:¹⁰

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out-of-date, granting permission unless:
 - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole; or
 - specific policies in this Framework indicate development should be restricted.⁹

Figure 1 above identifies the key principle within the NPPF a 'presumption in favour of sustainable development'. In developing this ELR this principle is taken account of. In terms of specific matters that need to be covered within this ELR update the NPPF requires the following:

Table 1 – Meeting the requirements of the NPPF

NPPF Statement	How this is considered in the ELR Update
<p>NPPF Core Principle:</p> <p>“be genuinely plan-led, empowering local people to shape their surroundings, with succinct local and neighbourhood plans setting out a positive vision for the future of the area. Plans should be kept up to date, and be based on joint working and co-operation to address larger than local issues. They should provide a practical framework within which decisions on planning applications can be made with a high degree of predictability and efficiency;”</p>	<ul style="list-style-type: none"> • Takes account of feedback the Council has received, for example the study takes account of consultation responses received during the Preferred Options consultation. • Takes account of joint projects such as the CWLEP ELR. • Takes account of any cross border collaborations that are relevant to the study.
<p>NPPF Core Principle:</p> <p>“proactively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business and other development needs of an area, and respond positively to wider opportunities for growth. Plans should take account of market signals, such as land prices and housing affordability, and set out a clear strategy for allocating sufficient land</p>	<ul style="list-style-type: none"> • Identifies recommendations associated with economic growth for the Borough Plan; • Identifies proposed sites to delivery this growth; • Takes account of viability matters and market related matters in the assessment of sites • Links recommendations for the Borough Plan and emerging Economic Development Strategy which will facilitate economic growth.

NPPF Statement	How this is considered in the ELR Update
<p>which is suitable for development in their area, taking account of the needs of the residential and business communities;”</p>	
<p>NPPF Core Principle:</p> <p>“contribute to conserving and enhancing the natural environment and reducing pollution. Allocations of land for development should prefer land of lesser environmental value, where consistent with other policies in this Framework;”</p>	<ul style="list-style-type: none"> • This core principle, along with other matters (such as flood issues, land designations etc.) are considered as part of the site assessment process.
<p>NPPF Core Principle:</p> <p>“actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable;”</p>	<ul style="list-style-type: none"> • The assessment of sites gives this appropriate weight and consideration.
<p>Paragraph 19:</p> <p>“The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore significant weight should be placed on the need to support economic growth through the planning system.”</p>	<ul style="list-style-type: none"> • The presumption in developing the study is that the Borough Plan will continue with its theme of being economically driven.
<p>Paragraph 21:</p> <p>“Investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including a poor environment or any lack of infrastructure, services or housing. In drawing up Local Plans, local planning authorities should:</p> <ul style="list-style-type: none"> • set out a clear economic vision 	<ul style="list-style-type: none"> • The study seeks to assist with enhancing the vision for the economy currently contained with the Preferred Options Borough Plan; • Assesses potential strategic employment sites to meet the Borough’s long term economic needs; • Reviews and develops recommendations for existing employment estates. Identifying their role, and where there are needs for investment to support

NPPF Statement	How this is considered in the ELR Update
<p>and strategy for their area which positively and proactively encourages sustainable economic growth;</p> <ul style="list-style-type: none"> • set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period; • support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate needs not anticipated in the plan and to allow a rapid response to changes in economic circumstances; • plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries; • identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and • facilitate flexible working practices such as the integration of residential and commercial uses within the same unit.” 	<p>existing business sectors;</p> <ul style="list-style-type: none"> • Develops non strategic planning recommendations that will support the local economy, and can feed into the Economic Development Strategy;
<p>Paragraph 22:</p> <p>“Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose. Land allocations should be regularly reviewed. Where there is no</p>	<ul style="list-style-type: none"> • Where sites are no longer fit for purpose, recommendations for their re-use are put forward. • The study goes one step further and assesses the likelihood of any longstanding supply¹ of being completed. This is reviewed in the light of the overall employment land requirement.

¹ Longstanding supply is considered to be sites that have a valid planning permission but have not been completed. There are some instances within the Borough where commencement of a site has occurred but no further work has been undertaken for a long period.

NPPF Statement	How this is considered in the ELR Update
<p>reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.”</p>	
<p>Paragraph 160:</p> <p>“Local planning authorities should have a clear understanding of business needs within the economic markets operating in and across their area. To achieve this, they should:</p> <ul style="list-style-type: none"> • work together with county and neighbouring authorities and with Local Enterprise Partnerships to prepare and maintain a robust evidence base to understand both existing business needs and likely changes in the market; and • work closely with the business community to understand their changing needs and identify and address barriers to investment, including a lack of housing, infrastructure or viability.” 	<ul style="list-style-type: none"> • Business needs are considered through a number of mechanisms, such as: <ul style="list-style-type: none"> ○ Consultation responses ○ Stakeholder engagement ○ Taking account of cross border discussions ○ Taking account of wider evidence relating to growth such as LEP work • The Development Forecasting model, detailed later in this report, takes account of projected business/ Sectoral growth. • The study links to wider Council studies, such as the Infrastructure Delivery Plan (IDP) and Strategic Housing Land Availability Assessment (SHLAA). This assists in identifying infrastructure needs and barriers to growth.
<p>Paragraph 161:</p> <p>Local planning authorities should use this evidence base to assess:</p> <ul style="list-style-type: none"> • the needs for land or floorspace for economic development, including both the quantitative and qualitative needs for all foreseeable types of economic activity over the plan period, including for retail and leisure development; • the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs. Reviews of land available for economic development should be 	<ul style="list-style-type: none"> • The study includes recommendations for floorspace associated with economic growth. However town centres are considered outside the remit of this study. • Future and existing supply of land to meet economic needs is considered as part of this study. The SHLAA call for sites process, undertaken early 2014, included a call for sites on economic development matters; • In relation to role of centres and other town centre related matters, these are outside the scope of this study. This is dealt with in the Town Centre Requirements update (2014) undertaken by

NPPF Statement	How this is considered in the ELR Update
<p>undertaken at the same time as, or combined with, SHLAA's and should include a reappraisal of the suitability of previously allocated land;</p> <ul style="list-style-type: none"> • the role and function of town centres and the relationship between them, including any trends in the performance of centres; • the capacity of existing centres to accommodate new town centre development; • locations of deprivation which may benefit from planned remedial action; and • the needs of the food production industry and any barriers to investment that planning can resolve. 	<p>Strategic Perspectives)</p> <ul style="list-style-type: none"> • Locations of deprivation which require planned remedial action will be considered in the Council's Economic Development Strategy.
<p>Viability is a theme that runs through the NPPF. Specifically it is important that consideration is given to ensuring that allocations are viable, as well as not overly burdening development.</p>	<ul style="list-style-type: none"> • Market considerations are included within the assessment of sites

The above table seeks to highlight some of the key requirements of the NPPF that have assisted in the development of this study. However, the NPPF has been considered in its entirety.

NPPG

The NPPG contains two areas that are considered pertinent to this study:

- Assessment of housing and economic development needs
- Assessment of land availability

Reviewing these matters individually, the suggested requirements (which this update seeks to achieve) for this study are²:

² Appendix A contains a screen print of the information that was accessed.

Assessment of housing and economic development needs

- Needs should be assessed in relation to a functional economic area in relation to economic uses;
- Establishing the assessment area may identify smaller sub-markets with specific features, it may be appropriate to investigate these specifically to develop a detailed picture of local need. It is important to recognise that not all economic development types have the same appeal to different occupants;
- There is no single source in identifying economic areas, and it is appropriate to consider a number of approaches. However the following are expected to be given consideration:
 - Extent of any LEP within the area;
 - Travel to work areas (a suggested data source is the Office of National Statistics (travel to work areas));
 - Housing market area;
 - Flow of goods, services and information within the local economy;
 - Service market for customers;
 - Administrative area;
 - Transport network.
- An assessment of the likely growth in job numbers based on past trends and/ or economic forecasts should be undertaken. This should have regard to the growth of the working age population in the housing market area. This should include/ factor in decision around cross border migration assumptions that have been agreed in the housing market area;
- If there is an imbalance between working age population (labour force supply) and projected job growth (specifically where working age population is less than projected job growth) consideration will need to be given to increasing housing numbers;
- In considering the current market in relation to economic uses, discussions should be undertaken with the business community to

understand their current and potential future requirements. In addition the following should be considered:

- The recent pattern of employment land supply and loss to other uses (based on planning applications). This can be generated through a simple assessment of employment land by sub-areas and market segment, where there are distinct property market areas within authorities.
- Market intelligence (from local data and discussions with developers and property agents, recent surveys of business needs or engagement with business and economic forums).
- Market signals, such as levels and changes in rental values, and differentials between land values in different uses.
- Public information on employment land and premises required.
- Information held by other public sector bodies and utilities in relation to infrastructure constraints.
- The existing stock of employment land. This will indicate the demand for and supply of employment land and determine the likely business needs and future market requirements (though it is important to recognise that existing stock may not reflect the future needs of business). Recent statistics on take-up of sites should be consulted at this stage, along with other primary and secondary data sources to gain an understanding of the spatial implications of 'revealed demand' for employment land.
- The locational and premises requirements of particular types of business.
- Identification of oversupply and evidence of market failure (e.g. physical or ownership constraints that prevent the employment site being used effectively, which could be evidenced by unfulfilled requirements from business, yet developers are not prepared to build premises at the prevailing market rents).
- Employment land should be analysed by a simple typology of employment land by market segment and by sub-areas. Where there are distinct property market areas within authorities these should be developed/ analysed. This should be supplemented by information on

permissions for other uses that have been granted on former employment uses. When examining the recent take-up of employment land, it is important to consider projections (based on past trends) and forecasts (based on future scenarios) and identify occurrences where sites have been developed for specialist economic uses. This will help to provide an understanding of the underlying requirements for office, general business and warehousing sites, and (when compared with the overall stock of employment sites) should form the context for appraising individual sites. This analysis of supply and demand will allow for a consideration of any mismatch between quantitative and qualitative supply of and demand for employment sites. Consequently an understanding of which market segments are over supplied or undersupplied can be undertaken.

- Consideration of quantitative forecasts and qualitative need should be undertaken (i.e. the number of units and amount of floorspace for other uses needed) but also its particular characteristics (e.g. footprint of economic uses and proximity to infrastructure). The key output is an estimate of the scale of future needs, broken down by economic sectors.
- Needs should be developed based on a range of data which is current and robust. Account of business cycles, forecasts and surveys should be considered to assess employment land requirements.
- Emerging sectors that are well suited to the area being covered by the analysis should be encouraged where possible. Market segments should be identified within the employment property market so that need can be identified for the type of employment land advocated.
- The available stock of land should be compared with the particular requirements of the area so that 'gaps' in local employment land provision can be identified
- In addition the following should be considered:
 - Sectoral and employment forecasts and projections (labour demand);

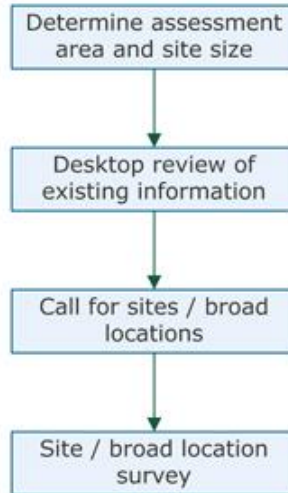
- demographically derived assessments of future employment needs (labour supply techniques);
 - analyses based on the past take-up of employment land and property and/ or future property market requirements;
 - Consultation with relevant organisations, studies of business trends, and monitoring of business, economic and employment statistics.
- The increasing diversity of employment generating uses (as evidenced by the decline of manufacturing and rise of services and an increased focus on mixed-use development) requires different policy responses and an appropriate variety of employment sites. Labour supply models are based on population and economic activity projections. Underlying population projections can be purely demographic or tied to future housing stock which needs to be assessed separately. These models normally make predictions for a period of 10 to 15 years. Careful consideration of national economic trends should be undertaken as these may not automatically translate to particular areas with a distinct employment base;
 - In terms of translating employment and output forecasts into land requirement there are four key relationships that should be quantified:
 - Standard Industrial Classification sectors to use classes;
 - Standard Industrial Classification sectors to type of property;
 - Employment to floorspace (employment density); and
 - Floorspace to site area (plot ratio based on industry proxies).
 - Clear conclusion should be identified, as well as any assumptions that have been used;
 - It is suggested that evidence should be updated every 5 years, subject to market changes
 - It is suggested that the following could be monitored:
 - employment land and premises (current stock) database;
 - employment permissions granted, by type;
 - employment permissions developed by type, matched to allocated sites;

- employment permissions for development of sites where change of use is involved;
- employment land and premises available and recent transactions;
- employment premises enquiries (if the authority has an estates team);
- employer requirements and aspirations for houses and economic floorspace;
- the market signals

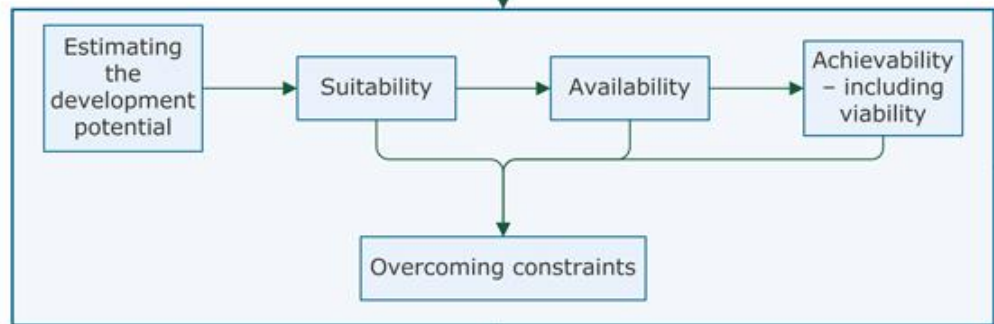
Assessment of housing and economic development needs (these extracts focus on matters relating to the ELR update 2014)

- Assessments should:
 - identify sites and broad locations with potential for development;
 - assess their development potential;
 - Assess their suitability for development and the likelihood of development coming forward (the availability and achievability).
- The assessment process does not specifically determine the sites in for the Plan but should inform the Plan.
- It is possible to deviate from this guidance, however clear justifications for this should be included.
- The following is the proposed methodology flow chart (some of which pertains to housing matters);

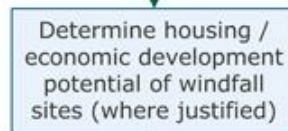
Stage 1 - Site / broad location identification



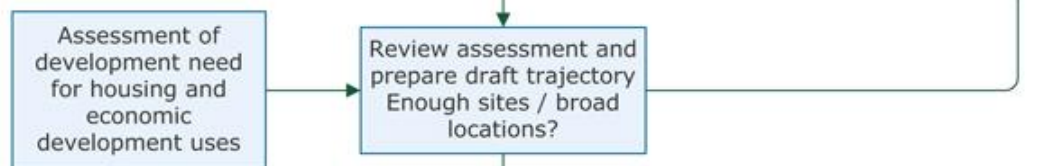
Stage 2 - Site / broad location assessment



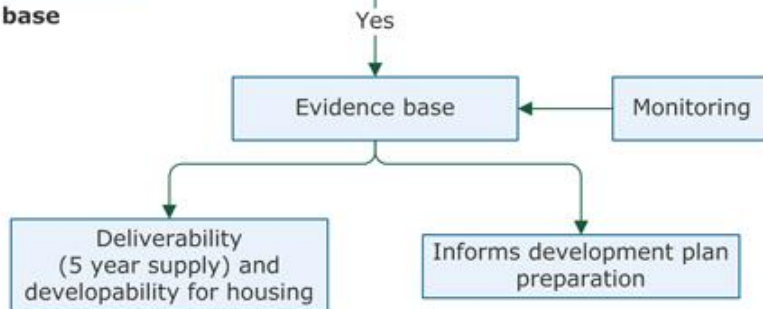
Stage 3 - Windfall assessment



Stage 4 - Assessment review



Stage 5 - Final evidence base



- Methodology Stage 1 - Identification of sites and broad locations.

Determine assessment area and site size

- The area selected for the assessment should be the functional economic market area. This could be the local planning authority area or a different area such as two or more local authority areas or areas covered by the Local Enterprise Partnership.
- The assessment should be undertaken and regularly reviewed working with local planning authorities in the relevant housing market area or functional economic market area, in line with the duty to cooperate.
- The following should be involved from the earliest stages of plan preparation, which includes the evidence base in relation to land availability: local communities; partner organisations; Local Enterprise Partnerships; businesses and business representative organisations; neighbourhood forums and parish councils preparing neighbourhood plans.
- The assessment should identify all sites and broad locations regardless of the development needed in the area. The assessment will assist with enabling the identification of sites and locations suitable for development;
- An assessment of a range of different site sizes from small-scale sites to opportunities for large-scale developments such as village and town extensions and new settlements where appropriate.
- The assessment should consider all sites and broad locations capable of delivering economic development on sites of 0.25ha (or 500m² of floor space) and above. Where appropriate, smaller sites can be considered.
- When carrying out a desk top review, a proactive approach to identifying as wide a range as possible of sites and broad

locations for development should be undertaken (including those existing sites that could be improved, intensified or changed). Sites, which have particular policy constraints, should be included in the assessment for the sake of comprehensiveness but these constraints must be set out clearly, including where they severely restrict development. An important part of the desktop review, however, is to test again the appropriateness of other previously defined constraints, rather than simply to accept them.

- It is important to not simply rely on sites that have been sent to the Council but there should be a process of actively identifying sites through the desktop review process that may have a part to play in meeting the development needs of an area.
- Consideration should be given to all available types of sites and sources of data that may be relevant in the assessment process. However the following are identified as being particularly relevant:

Table 2: Extracted directly from Government Guidance website³

Type of site	Potential data source
Existing housing and economic development allocations and site development briefs not yet with planning permission	Local and neighbourhood plans Planning applications records Development briefs
Planning permissions for housing and economic development that are unimplemented or under construction	Planning application records Development starts and completions records
Planning applications that have been refused or withdrawn	Planning application records

³ <http://planningguidance.planningportal.gov.uk/blog/guidance/assessment-of-land-availability/methodologystage-1-identification-of-sites-and-broad-locations-determine-assessment-area-and-site-size/> (21/02/14)

Type of site	Potential data source
Land in the local authority's ownership	Local authority records
Surplus and likely to become surplus public sector land	National register of public sector land Engagement with strategic plans of other public sector bodies such as County Councils, Central Government, National Health Service, Police, Fire Services, utilities providers, statutory undertakers
Vacant and derelict land and buildings (including redundant and disused agricultural buildings, potential permitted development changes e.g. offices to residential)	Local authority empty property register English House Condition Survey National Land Use Database Commercial property databases (e.g. estate agents and property agents) Valuation Office database. Active engagement with sector
Additional opportunities in established uses (e.g. making productive use of under-utilised facilities such as garage blocks)	Ordnance Survey maps Aerial photography Planning applications Site surveys
Business requirements and aspirations	Enquiries received by local planning authority Active engagement with sector
Sites in rural locations	Local and neighbourhood plans
Large scale redevelopment and redesign of existing residential or economic areas	Planning applications Ordnance Survey maps Aerial photography
Sites in and adjoining villages or rural settlements and rural exception sites	Site surveys
Potential urban extensions and new free standing settlements	

- A call for potential sites and broad locations for development should be undertaken. This should be aimed at as wide an

audience as is practicable so that those not normally involved in property development have the opportunity to contribute. This should include parish councils and neighbourhood forums, landowners, developers, businesses and relevant local interest groups, and local notification/ publicity. It may be possible to include notification of a call for sites in other local authority documentation (such as notification of local elections) to minimise costs. Key information should be sought from respondents, such as:

- site location;
 - suggested potential type of development e.g. economic development uses – retail, leisure, office, warehousing etc. residential – by different tenures, types and needs of different groups such as older people housing, private rented housing and people wishing to build their own homes;
 - the scale of development;
 - constraints to development
- The comprehensive list of sites and broad locations derived from data sources and the call for sites should be assessed against national policies and designations to establish which have reasonable potential for development and should be included in the site survey. A more detailed site survey should then be undertaken to ascertain:
- ratify inconsistent information gathered through the call for sites and desk assessment;
 - get an up to date view on development progress (where sites have planning permission);
 - a better understanding of what type and scale of development may be appropriate;

- gain a more detailed understanding of deliverability, any barriers and how they could be overcome;
 - Identify further sites with potential for development that were not identified through data sources or the call for sites.
 - Site surveys should be proportionate to the detail required for a robust appraisal.
 - The following characteristics should be recorded (or checked if they were previously identified through the data sources and call for sites):
 - 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);
 - potential environmental constraints;
 - where relevant, development progress (e.g. ground works completed, number of units started, number of units completed);
 - Initial assessment of whether the site is suitable for a particular type of use or as part of a mixed-use development.
- Methodology stage 2 - Site/ broad location assessment. Identifying the development potential of each site/ broad location:
 - Estimating development potential of each site should be guided by existing or emerging plan policy on density. Where this is not feasible (e.g. out of date) then relevant existing development

schemes can be used as the basis for assessment, adjusted for individual site characteristics and physical constraints. Use of floorspace densities for certain industries may also provide a useful guide. It is stated that “development potential is a significant factor that affects 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”;

- When considering deliverability during the plan period, assessment/ consideration should be given to:
 - Suitability;
 - availability;
 - achievability;
 - Economically viable.

- When assessing suitability the following should be considered:
 - Types of development that may meet the needs of community;
 - Development plan;
 - Emerging plan policy;
 - National policy;
 - Market and industry requirements in the functional economic area;
 - Market signals;
 - Physical limitations or problems such as access, infrastructure, ground conditions, flood risk, hazardous risks, pollution or contamination;

- potential impacts including the effect upon landscape features, nature and heritage conservation;
 - appropriateness and likely market attractiveness for the type of development proposed;
 - contribution to regeneration priority areas;
 - Environmental/ amenity impacts experienced by would be occupiers and neighbours.
- When assessing availability the following should be considered:
 - Confirmation that there is confidence that there are no legal or ownership problems (through call for sites and information from land owners and legal searches where appropriate);
 - Existence of a planning permission does not necessarily mean the site is available;
 - Where potential problems are identified an assessment will need to be made as to how and when they can be realistically be overcome.
- In relation to achievability it is recommended that there needs to be a reasonable prospect that the particular type of development will be developed on the site at a particular point in time. This is essentially a judgement about the economic viability of a site, and the capacity of the developer to complete and sell the development over a certain period.
- When a constraint is indentified, assessment of what action would be needed to remove the constraint should be undertaken, assessing:
 - When and how this could be undertaken;
 - Likelihood of sites being delivered.

- Methodology Stage 3 – Determining the housing potential of windfall sites where justified:
 - As this stage relates to housing the details are not expanded upon.
- Methodology Stage 4 – Assessment Review
 - The development potential of all sites should be produced, illustrating the amount of economic development that can be provided, and at what point in the future. An overall risk assessment should be made as to whether sites will come forward as anticipated.
 - If there are insufficient sites/ broad locations to meet objectively assessed needs, reconsideration of the assessment will need to be undertaken. For example a review of assumptions, development potential or reviewing constrained sites should be undertaken. If there is still a shortfall, wider consideration of meeting need should be carried out e.g. in adjoining areas.
- Methodology stage 5 – Final evidence base
 - The following should be produced as standard outputs:
 - a list of all sites or broad locations considered, cross-referenced to their locations on maps;
 - an assessment of each site or broad location, in terms of its suitability for development, availability and achievability (including whether the site/ broad location is viable) to determine whether a site is realistically expected to be developed and when;
 - contain more detail for those sites which are considered to be realistic candidates for development, where others have been discounted for clearly evidenced and justified reasons;

- the potential type and quantity of development that could be delivered on each site/ broad location, including how any barriers to delivery could be overcome and when;
 - An indicative trajectory of anticipated development and consideration of associated risks.
- Past under supply should be dealt with in the first five years of the plan period. Where this cannot be met in the first five years, there is a need to work with neighboring authorities.
- Assessment should be kept up to date yearly. However it is only necessary to carry out a full re-survey of sites/ broad locations when development plans have to be reviewed or other significant change make this necessary. The following are suggested to be recorded as part of the monitoring:
 - progress with delivery of development on allocated and sites with planning permission;
 - planning applications that have been submitted or approved on sites and broad locations identified by the assessment;
 - progress that has been made in removing constraints on development and whether a site is now considered to be deliverable or developable;
 - unforeseen constraints that have emerged which now mean a site is no longer deliverable or developable, and how these could be addressed;
 - Whether the windfall allowance (where justified) is coming forward as expected, or may need to be adjusted.

Sub-Regional

Coventry and Warwickshire Local Enterprise Partnership

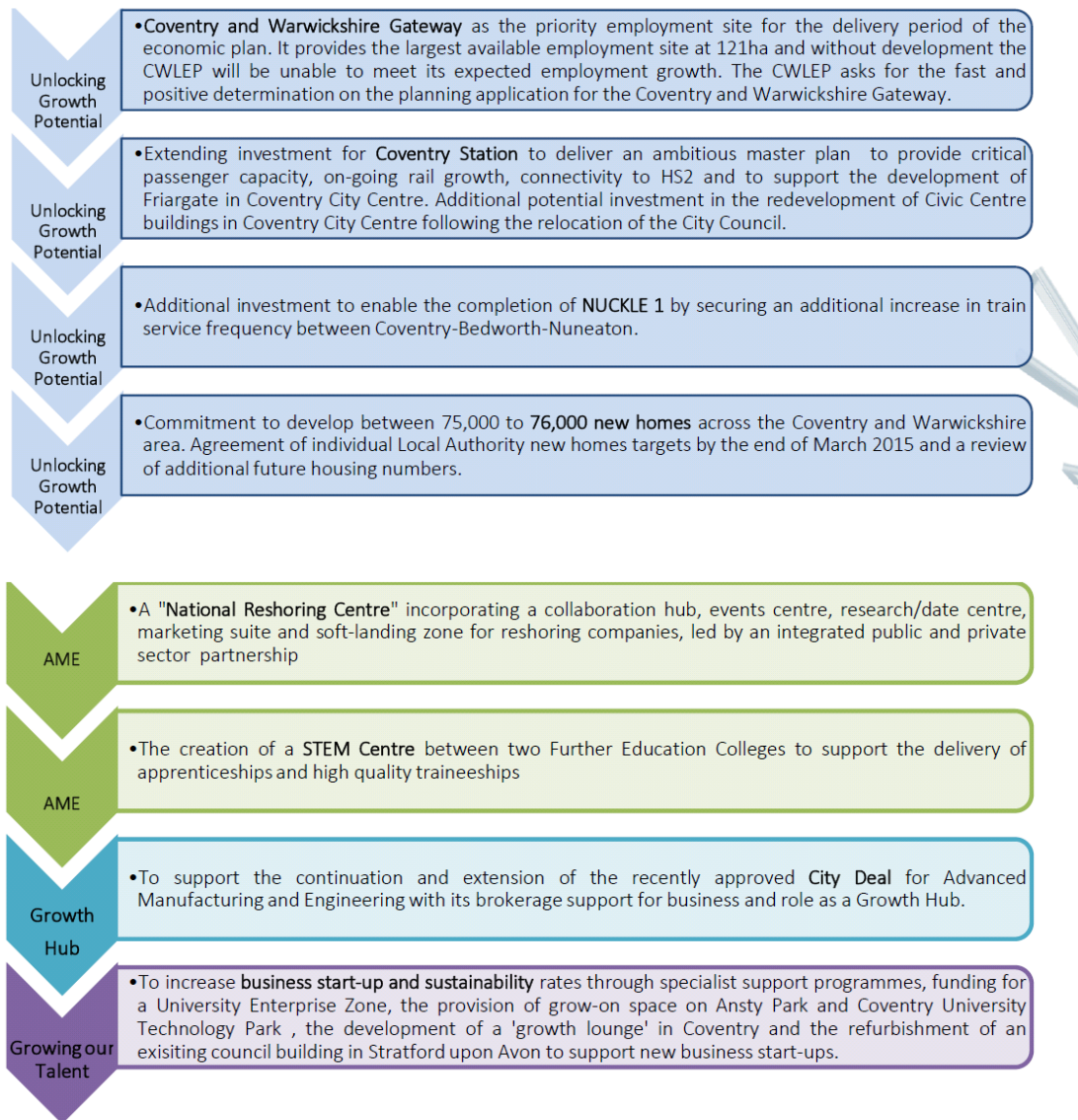
The Coventry and Warwickshire LEP(C&W LEP) have four key objectives⁴:

- To drive economic growth
- To help remove barriers to economic growth
- To help create high value jobs
- To co-ordinate local government co-operation and support

A Strategic Economic Plan (SEP) (2014) has been produced by C&W LEP which sets out the ambitions for economic growth in the LEP area. The SEP identifies the proposals for meeting the ambitions. The SEP prioritises:

⁴ <http://www.cwlep.com/about-cw-lep> (Accessed 21/07/2014)

Figure 2 – Extracted from C&W SEP (2014) (pages 8 and 9)



It is important for the economic policies in the plan to align to the SEP and take on board the aspirations. The C&W LEP will be a key partner in helping Nuneaton and Bedworth achieve and align its economic vision appropriately.

A sub regional ELR and joint Strategic Housing Market Assessment (SHMA) have also been undertaken. These are detailed in section 5.

Local

Nuneaton and Bedworth Economic Strategy

The Borough Council is producing an Economic Development Strategy which will assist in delivering the objectives of the Borough Plan as well as delivering wider economic aspirations of the Council. It is anticipated the Economic Development Strategy will take on board the findings of this ELR.

Overview

This part of the study identifies whether the updated ELR has taken into account policies and guidance.

Policy/Guidance	Status	Considered within the NBBC ELR (2014)
NPPF	Adopted	Yes
NPPG	Guidance	Yes
West Midlands Major Investment Sites study	Not commenced	No, at the time of preparing this study, a brief had been developed for this work.
C&W LEP Sub Regional ELR	Draft	Yes – see section 5
Coventry and Warwickshire Joint SHMA	Finalised version (2013). At the time a writing an update has been commissioned, this is not been reviewed as part of this ELR	Yes – see section 5
NBBC Borough Plan Preferred Options	Consulted on 2013	Yes
NBBC ELR (2010)	Approved	Yes
NBBC Local Plan (2006)	Adopted Saved policies	Yes

Section 3 - Local Economy

Introduction

Nuneaton and Bedworth sites within the County of Warwickshire) which consists of:

- North Warwickshire Borough
- Nuneaton and Bedworth Borough
- Rugby Borough
- Stratford-on-Avon District
- Warwick District

Nuneaton and Bedworth also borders Coventry (which is part of the wider sub-region) and Leicestershire County, specifically bordering Hinckley and Bosworth Borough to the north.

The 2011 census identifies the Borough population at 125, 252 which is the second highest in Warwickshire. Table 3 identifies the key comparative demographic and economic statistics.

Table 3 – Key 2011 census data⁵

	Coventry	Hinckley and Bosworth	North Warwickshire	Nuneaton and Bedworth	Rugby	Stratford-on- Avon	Warwick	Warwickshire	West Midlands	National (England and Wales)
Population	316, 960	105, 078	62, 014	125, 252	100, 075	120, 485	137, 648	545, 474	5, 601, 847	56, 075, 912
Population - Females	159, 339 (50.3%)	53378 (50.8%)	31, 410 (50.6%)	63, 811 (50.9%)	50, 191 (50.2%)	61, 988 (51.4%)	68, 998 (50.1%)	276, 398 (50.7%)	2, 838, 660 (50.7%)	28, 502, 536 (50.8%)
Population - Males	157, 621 (49.7%)	51, 700 (49.2%)	30, 604 (49.4%)	61, 441 (49.1%)	49, 884 (49.8%)	58, 497 (48.6%)	68, 650 (49.9%)	269, 076 (49.3%)	2, 763, 187 (49.3%)	25, 573, 376 (49.2%)
<i>Economic Activity data – Females</i>										
Females aged 16 – 74	114, 974	39, 182	23, 186	46, 465	36, 252	44, 781	50, 835	201, 519	2, 042, 557	20, 735, 149
Economically Active:	71, 366 (62.1%)	26, 492 (67.6%)	15, 564 (67.1%)	30, 464 (65.6%)	27, 782 (68.4%)	29, 947 (66.9%)	34, 334 (67.5%)	135, 091 (67%)	1, 284, 689 (62.9%)	13, 384, 066 (64.5%)
Part-time	22, 836 (19.9%)	9, 559 (24.4%)	5, 531 (23.9%)	10, 989 (23.7%)	8, 338 (23%)	10, 368 (23.2%)	10, 684 (21%)	45, 910 (22.8%)	443, 717 (21.7%)	4, 403, 720 (21.2%)
Fulltime	33, 976 (29.6%)	12, 624 (32.2%)	7, 418 (32%)	14, 575 (31.4%)	12, 328 (34%)	13, 151 (29.4%)	17, 134 (33.7%)	64, 606 (32.1%)	595, 908 (29.2%)	6, 320, 676 (30.5%)
Self Employed	3, 680 (3.2%)	2, 285 (5.8%)	1, 335 (5.8%)	1, 701 (3.7%)	2, 064 (5.7%)	4, 253 (9.5%)	3, 342 (6.6%)	12, 695 (6.3%)	93, 170 (4.6%)	1, 177, 971 (5.7%)
Unemployed	4, 853 (4.2%)	985 (2.5%)	661 (2.9%)	1, 713 (3.7%)	1, 070 (3%)	876 (2%)	1, 222 (2.4%)	5, 542 (2.8%)	79, 396 (3.9%)	723, 015 (3.5%)
Fulltime Student	6, 021 (5.2%)	1, 039 (2.7%)	619 (2.7%)	1, 486 (3.2%)	982 (2.7%)	1, 299 (2.9%)	1, 952 (3.8%)	6, 338 (3.1%)	72, 498 (3.5%)	758, 684 (3.7%)
Economically Inactive:	43608 (37.9%)	12, 690 (32.4%)	7, 622 (32.9)	16, 001 (34.4%)	11, 470 (31.6%)	14, 834 (33.1%)	16, 501 (32.5%)	66, 428 (33%)	757, 868 (37.1%)	7, 351, 083 (35.5%)
Retired	15, 531 (13.5%)	7, 426 (19%)	4, 308 (18.6%)	8, 209 (17.7%)	6, 025 (16.6%)	8, 744 (19.4%)	7, 551 (14.9%)	34, 837 (17.3%)	334, 157 (16.4%)	3, 253, 903 (15.7%)
Student	10, 752	1, 335	740 (3.2%)	1, 682	1, 441 (4%)	1, 545	4, 190	9, 598	118, 662	1, 172, 236

⁵ Data associated with Warwickshire Authorities, Warwickshire, West Midlands and National level is sources from Warwickshire Observatory, data associated with Coventry and Hinckley & Bosworth is sourced from Nomis

	Coventry	Hinckley and Bosworth	North Warwickshire	Nuneaton and Bedworth	Rugby	Stratford-on- Avon	Warwick	Warwickshire	West Midlands	National (England and Wales)
(including Fulltime)	(9.4%)	(3.4%)		(3.6%)		(3.5%)	(8.2%)	(4.8%)	(5.8%)	(5.7%)
Looking after home/ family	8, 976 (7.8%)	2, 269 (5.8%)	1, 385 (6%)	3, 251 (7%)	2, 321 (6.4%)	2, 841 (6.3%)	2, 773 (5.5%)	12, 571 (6.2%)	166, 559 (8.2%)	1, 614, 326 (7.8%)
Long term sick or disabled	5, 123 (4.5%)	1, 115 (2.8%)	790 (3.4%)	1, 911 (4.1%)	1, 032 (2.8%)	994 (2.2%)	1, 255 (2.5%)	5, 982 (3%)	85, 036 (4.2%)	818, 643 (3.9%)
other	3, 226 (2.8%)	545 (1.4%)	399 (1.7%)	948 (2%)	651 (1.8%)	710 (1.6%)	732 (1.4%)	3, 440 (1.7%)	53, 454 (2.6%)	491, 975 (2.4%)
<i>Economic Activity data – Males</i>										
Males aged 16 – 74	116, 897	38, 534	22, 984	45, 625	36, 507	42, 947	52, 048	200, 111	2, 024, 562	20, 391, 391
Economically Active:	82, 379 (70.5%)	30, 046 (78%)	17, 587 (76.5%)	34, 709 (76.1%)	28, 675 (78.5%)	33, 306 (77.6%)	38, 975 (74.9%)	153, 252 (76.6%)	1, 494, 170 (73.8%)	15, 275, 803 (74.9%)
Part-time	6, 964 (6%)	1, 849 (4.8%)	1, 201 (5.2%)	2, 599 (5.7%)	1, 758 (4.8%)	2, 283 (5.3%)	2, 772 (5.3%)	10, 613 (5.3%)	126, 010 (6.2%)	1, 242, 570 (6.1%)
Fulltime	50, 648 (43.3%)	20, 463 (53.1%)	11, 564 (50.3%)	23, 853 (52.3%)	20, 087 (55%)	20, 666 (48.1%)	25, 928 (49.8%)	102, 098 (51%)	925, 963 (45.7%)	9, 495, 236 (46.6%)
Self Employed	10, 660 (9.1%)	5, 479 (14.2%)	3, 361 (14.6%)	4, 575 (10%)	4, 443 (12.2%)	8, 123 (18.9%)	6, 704 (12.9%)	27, 206 (13.6%)	252, 758 (12.5%)	2, 809, 690 (13.8%)
Unemployed	7, 679 (6.6%)	1, 463 (3.8%)	1, 001 (4.4%)	2, 650 (5.8%)	1, 543 (4.2%)	1, 278 (3%)	1, 896 (3.6%)	8, 368 (4.2%)	128, 019 (6.3%)	1, 076, 521 (5.3%)
Fulltime Student	6, 428 (5.5%)	792 (2.1%)	460 (2%)	1, 032 (2.3%)	844 (2.3%)	956 (2.2%)	1, 675 (3.2%)	4, 967 (2.5%)	61, 420 (3%)	651, 786 (3.2%)
Economically Inactive:	34, 518 (29.5%)	8, 488 (22%)	5, 397 (23.5%)	10, 916 (23.9%)	7, 832 (21.5%)	9, 641 (22.4%)	13, 073 (25.1%)	46, 859 (23.4%)	530, 392 (26.2%)	5, 115, 588 (25.1%)
Retired	12, 259 (10.5%)	5, 498 (14.3%)	3, 328 (14.5%)	6, 163 (13.5%)	4, 698 (12.9%)	6, 411 (14.9%)	5, 768 (11.1%)	26, 368 (13.2%)	252, 148 (12.5%)	2, 428, 289 (11.9%)

	Coventry	Hinckley and Bosworth	North Warwickshire	Nuneaton and Bedworth	Rugby	Stratford-on- Avon	Warwick	Warwickshire	West Midlands	National (England and Wales)
Student (including Fulltime)	13, 467 (11.5%)	1, 280 (3.3%)	794 (3.5%)	1, 598 (3.5%)	1, 395 (3.8%)	1, 442 (3.4%)	5, 053 (9.7%)	10, 282 (5.1%)	123, 194 (6.1%)	1, 217, 475 (6%)
Looking after home/ family	1, 073 (0.9%)	241 (0.6%)	158 (0.7%)	365 (0.8%)	236 (0.6%)	215 (0.5%)	238 (0.5%)	1, 212 (0.6%)	18, 769 (0.9%)	167, 204 (0.8%)
Long term sick or disabled	5, 364 (4.6%)	1, 090 (2.8%)	842 (3.7%)	2, 147 (4.7%)	1, 036 (2.8%)	1, 035 (2.4%)	1, 371 (2.6%)	6, 431 (3.2%)	93, 453 (4.6%)	896, 251 (4.4%)
other	2, 355 (2%)	379 (1%)	275 (1.2%)	643 (1.4%)	467 (1.3%)	538 (1.3%)	643 (1.2%)	2, 566 (1.3%)	42, 828 (2.1%)	406, 369 (2%)

Employment Structure

Traditionally the Borough consisted of a strong mining economy, however the present economy within the Borough consists of predominantly manufacturing and warehousing. The Borough is ideally situated to take advantage of the strategic road network with good links to the M6, M69 and A5. Table 4 identifies the occupation groups for the resident population in Nuneaton and Bedworth. The table illustrates occupation results as a percentage and compares the results emerging from 2013 – 2014 data with that documented in the 2010 ELR (this is also displayed in Figure 3). In 2001 the Borough's most predominant occupation was in the elementary sector (15%), while this has remained a strong performer (15%), professional occupations are now the best performer (15.8%). Professional occupations has increased significantly since the 2001 datasets where the Borough only achieved 8%. This rise is in line with national and regional trends for this occupation. In the 2010 ELR it was noted that the Borough outperformed the region in relation to skilled trade and process plant operatives. The data for 2013 – 2014 indicates a strong performance for the Borough, although there is a decline in both of these sectors, and in relation to skilled trade occupations the Borough no longer outperforms the region nor national datasets. This links closely with the Borough's need to ensure that it does not become overly path dependant. Although the percentage of manager and senior officials has decreased, the Borough now out performs the region and national level, previously the Borough compared negatively in this respect.

Table 5 identifies the distribution of employees by industry within the Borough compared to regional and national figures. A direct comparison with the ELR 2010 dataset is difficult due to changes in definitions, however Figure 4 illustrates the 2010 ELR (actual data is from 2007) outputs. At 2012, the Borough had a similar percentage of people working in the service sector (84.1%) to the National level (85.5%), this was consistent with the data in 2007. Within the service sector, a large number of people work in 'Public admin, education and health' and 'Wholesale and retail, including motor

trades'. In both of these sectors the Borough outperforms the regional and national levels. To an extent this is of concern, given the pressure on public service cuts. 'Transport storage' is another sector where the Borough (8.8%) has a considerably higher percentage than regional (5.1%) and national (4.6%) results. This data helps to create a profile that is dominated by manufacturing, distribution and public services jobs. Table 6, and

Figure 5 illustrate the average earnings for residents and workplace population of Nuneaton and Bedworth. The data illustrates results for 2008 (which were presented in the ELR 2010) and for 2013. The resident results indicate that performance in the Borough is worse than the regional and national average. This was not the case in the 2010 ELR where the Borough outperformed the region. In addition the average earnings of residents is higher than those of the workplace earnings indicating a pattern of out-commuting to achieve higher wages. Workforce earnings for the Borough are also below that of the region and national averages which is of concern.

As can be seen from Table 7 the Borough has made positive progress in relation to its educational attainment compared to the results published in the ELR 2010. The percentage of residents achieving NVQ4 and above is now above the regional average (28.5% and 28.4% respectively) but still some way off the National average (35.2%). At the other end of the spectrum the percentage of residents with no qualifications has increased. This contradicts the regional and national trend which has decreased since 2007.

Table 8 identifies the percentage of registrations and deregistrations in Nuneaton and Bedworth in 2007. This data was reported in the ELR 2010, unfortunately no more up to date information was subsequently released. The results indicated that the number of registered businesses in the Borough (11.2%) was higher than the regional and national level (9.4% and 10.2% respectively). There were more registrations than deregistrations in 2007, however as the ELR 2010 points out this was at the time of the economic downturn, consequently data post 2007 may provide different results.

Figure 7 identifies out commuting data at 2001. Although historical it does highlight at that point in time a high percentage of residents (51.2%) were commuting outside of the Borough to access work. This level of out-commuting was identified as a significant concern. At the time of writing, 2011 census data has not been published. Consequently providing an update of the information in the 2010 ELR is impossible.

Table 4 – Economic Structure (%)⁶

	Nuneaton and Bedworth 2001	Nuneaton and Bedworth Apr 2013 - Mar 2014	West Midlands 2001	West Midlands Apr 2013 - Mar 2014	England 2001	Great Britain
Managers, directors and senior officials ⁷	12.1	11	14	9.9	15.3	10.2
Professional occupations	8	15.8	10	17.8	11.2	19.9
Associate professional & technical	10.9	10.9	12	12.8	13.8	14.1
Administrative & secretarial	12.6	7	12.7	10.4	13.4	10.7
Skilled trades occupations	13.8	10.5	13.3	11.2	11.6	10.5
Caring, leisure and other service occupations ⁸	7.1	12.4	6.7	9.2	6.9	9.1
Sales and customer service occs	7.6	7.7	7.4	8	7.7	7.9
Process plant & machine operatives	12.9	9.7	10.9	8	8.4	6.2
Elementary occupations	15	15	13	11.8	11.7	10.7

⁶ 2001 data was sourced from Neighbourhood Statistics (2001), 2013 – 2014 data was sourced from Nomis (2014)

⁷ In the 2010 ELR this was referenced as 'Managers and Senior Officials'

⁸ In the 2010 ELR this was referenced as 'Personal Service Occupations'

Figure 3 – Economic Structure

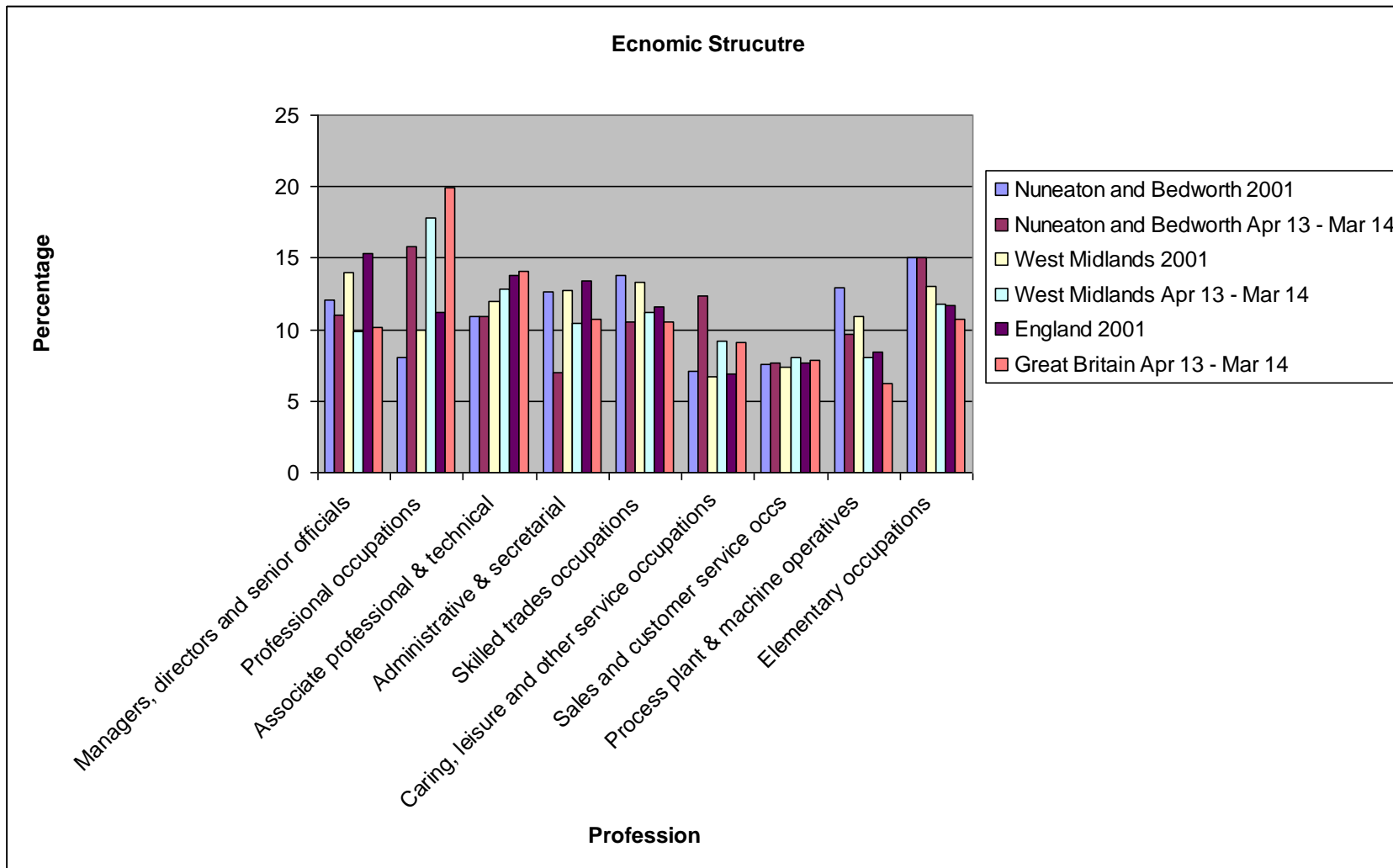


Table 5 – Workforce jobs by Industry within Nuneaton and Bedworth (%) at 2012

		Nuneaton and Bedworth	West Midlands	Great Britain
Primary Services (A-B: agriculture and mining)		-	0.1	0.3
Energy and Water (D-E)		-	1.3	1.1
Manufacturing (C)		11.1	11.8	8.7
Construction (F)		4.4	4.2	4.5
Services (G-S)		84.1	82.6	85.5
	Wholesale and retail, including motor trades (G)	21.8	17.7	16.1
	Transport storage (H)	8.8	5.1	4.6
	Accommodation and food services(I)	4.3	6	6.9
	Information and communication (J)	1.4	2.6	3.9

		Nuneaton and Bedworth	West Midlands	Great Britain
	Financial and other business services(K-N)	13.1	18.3	21.5
	Public admin, education and health (O-Q)	31.4	28.8	28.1
	Other Services (R-S)	3.3	4.1	4.5

Source: NOMIS ONS business register and employment survey

Figure 4 – Extract from ELR 2010

Table 2.7 – Workforce Jobs by Industry within Nuneaton and Bedworth Borough (2007)

	Nuneaton and Bedworth Borough	West Midlands	Great Britain
Manufacturing	12.8%	14.0%	10.6%
Construction	4.7%	5.1%	4.9%
Services	82.4%	79.4%	83.0%
Distribution, Hotels and Restaurants	28.2%	23.3%	23.3%
Transport and Communications	10.2%	5.6%	5.9%
Finance, IT and other business activities	17.4%	19.0%	21.6%
Public Admin, Health and Education	22.9%	26.5%	26.9%
Other Services	3.7%	5.0%	5.3%
Tourism-related	6.8%	7.7%	8.2%

Source: Nomis (www.nomisweb.co.uk) – Office for National Statistics Annual Business Inquiry Employee Analysis (2007)

Table 6 – Average Gross Weekly Pay of People Living and Working in Nuneaton and Bedworth Borough⁹

	Nuneaton and Bedworth (2008)	Nuneaton and Bedworth (2013)	West Midlands (2008)	West Midlands (2013)	Great Britain (2008)	Great Britain (2013)
Residence						
Full-time workers	453.3	477.8	450	483	479.3	518.1
Male full-time workers	482.2	520	488.3	527.8	525	558.8
Female full-time workers	372.6	443	388.3	421.5	412.7	459.8
Workplace¹⁰						
Full-time workers	421	460	448.9	484.6	479.1	517.8
Male full-time workers	460	490.8	488.7	527	523.5	558.3
Female full-time workers	344.7	381.8	379.4	417.1	412.4	459.6

⁹ Data from the 2010 ELR was sourced from NOMIS Office for National Statistics Annual Survey of Hours and Earnings. Data for 2013 is sourced from ONS annual survey of hours and earnings - workplace analysis

¹⁰ Referred to as workforce in the ELR 2010

Figure 5 – Average gross weekly pay of people living and working in Nuneaton and Bedworth Borough (residents)

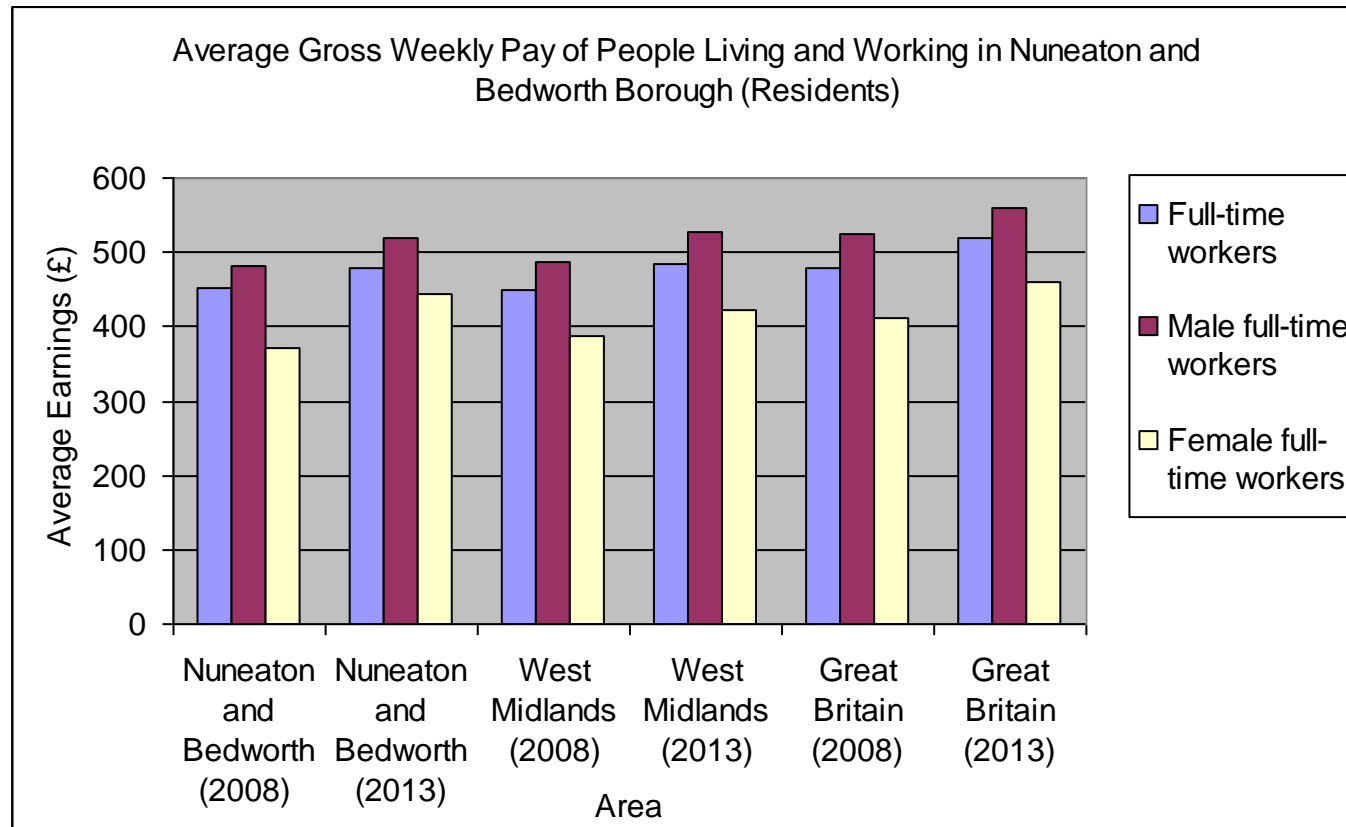


Figure 6 – Average gross weekly pay of people living and working in Nuneaton and Bedworth Borough (workplace)



Table 7 – Qualifications within Nuneaton and Bedworth¹¹

	Nuneaton and Bedworth (2007)	Nuneaton and Bedworth (2013)	West Midlands (2007)	West Midlands (2013)	Great Britain (2007)	Great Britain (2013)
NVQ4 and above	20.5	28.5	24.6	28.4	28.6	35.2
NVQ3 and above	42.5	48	42	49.4	46.4	55.8
NVQ2 and above	68.3	67.5	61.1	66.9	64.5	72.5
NVQ1 and above	80	77.9	75.4	79.3	78.1	84.4
Other qualifications	9.5	8.9	7.7	7.2	8.8	6.3
No qualifications	10.5	13.2	17	13.6	13.1	9.3

Table 8 – VAT Registered Businesses within Nuneaton and Bedworth Borough (2007)

	Nuneaton and Bedworth	West Midlands	Great Britain
Registrations	11.2	9.4	10.2
Deregistrations	7.7	7.2	7.3

¹¹ 2007 data was sourced from NOMIS – Annual population Survey (December 2007). 2013 data 2007 data was sourced from NOMIS – Annual population Survey (December 2013)

Figure 7 – Extract from ELR 2010 regarding commuting Patters in Warwickshire

	Percentage commuting by car/van	Percentage commuting by public transport	Percentage commuting outside their home district
Nuneaton & Bedworth	73.4	5.8	51.2
North Warwickshire	75.3	4.4	59.5
Rugby	70.2	4.8	39.9
Stratford-on-Avon	70.4	3.1	41.9
Warwick	68.8	5.3	36.4
Warwickshire	71.2	4.8	42.4

Source: Census, 2001

Section 4 - Methodology

Introduction

This ELR update seeks to follow the requirements of the NPPG and NPPF in regarding Employment land assessments. Traditionally an ELR consisted of three stages:

- Stage 1: Taking Stock of the Existing Situation: analysis of the economic strengths and weaknesses of the local economy, functional economic area, and an assessment of the fitness for purpose of a portfolio of designated employment sites;
- Stage 2: Assessing Future Requirements: testing the implications of different growth scenarios on future employment floorspace requirements for the borough, including latest economic forecasts and housing requirements;
- Stage 3: Identifying a Site Portfolio: analysing the suitability and deliverability of sites available to meet future needs under each growth scenario, which sites/ premises should be retained for employment uses and which could be released for alternative uses, and any need for additional sites.

In essence these three stages remain a fundamental component of this assessment. However this update includes additional components within the three stages (to reflect changes in national guidance) and as such the stages cited below are not defined in the traditional format

Stage 1: Existing Employment Situation:

This stage of the assessment considers:

Table 9 – Stage 1 breakdown

Task	Objective
1.1 Local economic study context – what locally based economic assessments impact on the Borough?	<p>To identify any policy requirements/ implications of these studies.</p> <p>Identify any cross border implications that may impact on the Borough.</p> <p>Consider the timeframes of other key partners such as the LEP</p>
<p>1.2 Consultation with commercial property market</p> <p>&</p> <p>Consideration of the FEMA</p>	<p>To assist in understanding the current situation in the Borough regarding employment:</p> <ul style="list-style-type: none"> • How buoyant is the market • Are there sites ready to develop • What may have constrained the market in the past • What sectors perform well now and may perform well in the future • What level of growth is appropriate for the Borough • What other areas relate to the Nuneaton and Bedworth economy <p>To ascertain how the Borough’s economy interacts/ links in with the wider economy.</p>
1.3 Understanding the existing market	To help understand how the Borough’s current economy operates and what demand exists within the economy.
1.4 Implications of residential development on businesses	To identify whether there is a need for policies to support existing business to protect them from residential

Task	Objective
	development.
1.5 Implications of limiting B8 use class development	To refine/ consider the feasibility of limiting B8 use class development during the Plan period
1.6 Assessment of existing employment estates	To ascertain the 'best' employment sites to be protected. To identify sites that should be protected but require investment. To identify sites that should be released from the employment land portfolio.
1.7 Rural Economy	To determine the extent of a rural economy and whether there is a need for planning policies to support this.

Stage 2: Identifying Future Employment Land Requirements:

This stage of the assessment considers:

Table 10 – Stage 2 breakdown

Task	Objective
2.1 Scenario development and testing	To run a number of scenarios which identify the number of jobs required associated with different growth assumptions
2.2 Calculating Employment Land	To convert the number of jobs generated through modelling to employment land requirements

The main objective of this stage is to quantify the amount of employment land required across different B use class sectors during the Plan period.

Stage 3: Meeting employment land need:

This stage of the assessment considers:

Table 11 – Stage 3 breakdown

Task	Objective
3.1 Assess the existing supply situation	To determine the likelihood of existing supply within the Borough of coming forward
3.2 Devise site appraisal for new sites	To develop an appraisal that meets the requirements of the NPPF and NPPG which can be used to assess any potential new employment allocations
3.3 Appraise and rank new employment sites	Based on the site appraisal process a ranking system is produced which identifies the best new employment sites that can assist with meeting the Borough's needs.
3.4 Recommend a portfolio of sites to meet needs	Based on the existing supply results and assessment of new sites a set of sites should be identified which will meet the Borough's Employment land requirements. It is at this stage a gap analysis of existing supply and new potential sites is identified. If necessary this will trigger further work e.g. whether a wider call for sites is required.

Engagement and consultation

Joint working on new employment is essential in respect of:

- Identifying necessary infrastructure
- Understanding market issues/ getting a perspective from the private sector
- Consider wider than the Borough boundary
- Working jointly with other Local Planning Authorities.

Taking each point in turn the Council will seek to:

- Work with the Infrastructure Planning and Delivery group in identifying and planning for infrastructure requirements associated with any sites that are recommended to be identified as strategic sites;
- This update includes consultation with the commercial sector (as set out in stage 1 of the methodology) (this covers the second and third bullet point).
- The Head of Planning Policy and Economic Development attends the Coventry and Warwickshire Planning Officers group. Any issues emerging from the report will be raised at relevant meetings.

Section 5 - Stage 1 – Existing Employment situation

Introduction

As set out in the methodology section, this stage encompasses a comprehensive review of existing economic issues that may affect the Borough or currently exist within the Borough. The stage specifically covers:

- Local economic study context – what locally based economic assessments impact on the Borough?
- Consultation with commercial property market & Consideration of the Functional Economic Market Areas (FEMA)
- Understanding the existing market
- Implications of residential development on businesses
- Implications of limiting B8 use class development
- Assessment of existing employment estates
- Rural Economy

In relation to the assessment of existing sites, this review seeks to update the work undertaken in 2010 which included a comprehensive assessment of existing employment estates. It was considered that due to the changes in market conditions that it would be good practice to review these assessments to help identify what sites are still 'fit for purpose'.

Stage 1.1 Local economic study context – what locally based economic assessments impact on the Borough?

Joint SHMA (2013)

A SHMA was commissioned by the Local Authorities in Coventry and Warwickshire (including NBBC (GL Hearn undertook the SHMA)). The primary purpose of this SHMA was to guide, inform and support the development of housing policies across the relevant Local Authorities. Specifically the SHMA considered:

- how many homes might need to be developed in the future;
- what mix of homes might be needed;
- the housing needs of specific groups within the population.

The SHMA considered the demographic and economic drivers of the housing market. Table 12 identifies the SHMA's findings in relation to the assessed need for housing in the sub region over the period.

Table 12 – SHMA Assessed need for housing

Area	Housing need per annum, 2011 – 2031	Total housing need, 2011 - 2031
Coventry	1, 180	23, 600
North Warwickshire	175	3, 500
Nuneaton and Bedworth	495	9, 900
Rugby	660	13, 200
Stratford-on-Avon	570	11, 400
Warwick	720	14, 400

The SHMA did not go onto identify specific employment land requirements, however the report does include analysis of demographic and employment drivers of the housing market. Some of the key points being identified within the joint SHMA are:

- there is a north-south distinction within the housing market area (HMA) (Coventry and Warwickshire). The north has been undergoing a process of economic restructuring.
- There are risks in the north of the HMA that the economy will reinforce around this ‘low wage-skill equilibrium’
- There appears to be a jobs deficit in the Borough (this correlates with the findings of the 2010 ELR, which identified high out commuting)

These three points are important in relation to policy development and the approach taken towards enabling a more diverse/ resilient economy within the Borough.

Section 6 of the SHMA also considers economic forecasts. These are based on baseline forecasts, principally based on Experian forecasts. Table 13 and Table 14 are extracted from the SHMA and identifies the GVA projected growth rates and jobs growth based on the Experian datasets. Nuneaton and Bedworth Borough’s growth rate is forecast to be 1.7% (2011 – 2031).

Table 13 – Extracted from SHMA (page 85) Forecast annual growth rated in Economic output 2011 - 2031

Table 30: Forecast Annual Growth Rates in Economic Output, 2011-31

GVA Growth PA	2011-16	2016-21	2021-26	2026-31	2011-31
North Warwickshire	1.4	2.0	2.2	2.2	1.9
Nuneaton & Bedworth	1.2	1.7	2.0	2.0	1.7
Rugby	1.3	2.1	2.2	2.1	1.9
Stratford-on-Avon	0.9	1.7	2.0	1.9	1.6
Warwick	0.4	1.9	2.2	2.2	1.7
Warwickshire	0.9	1.9	2.1	2.1	1.7
Coventry	0.5	2.2	2.5	2.5	1.9
West Midlands	0.7	1.9	2.2	2.1	1.7
United Kingdom	1.1	2.1	2.4	2.4	2.0

Source: Experian/ GL Hearn

Table 14 – Extracted from SHMA (page 87) Projected Employment growth 2011 - 2031

Table 31: Projected Employment Growth 2011-31

Growth in Total Employment, 2011-31	Total	%
North Warwickshire	9400	21.3%
Nuneaton & Bedworth	4400	9.7%
Rugby	6500	14.0%
Stratford-on-Avon	9500	15.0%
Warwick	10300	11.8%
Coventry	22600	15.0%
HMA	62600	14.3%
West Midlands	-	11.1%
UK	-	14.0%

Source: Experian/ GLH

In section 7 of the SHMA, a suite of projections are run to assist in determining housing needs across the HMA. The projections were (for details see section of the SHMA):

Demographic-Driven

- PROJ 1 (Linked to 2010- and 2011-based SNPP)
- PROJ 1A (Remodelled SNPP)
- PROJ 2 (10-year migration trends)
- PROJ 3 (5-year migration trends)

Economic-Driven

- PROJ A (Jobs baseline)
- PROJ B (Residents in Employment)

Component Projections

- PROJ X (Zero net migration)
- PROJ Y (Zero Employment Growth)

Dwelling-Led

- PROJ Z (Past Completions)

Table 15 and Table 16 are extracted from the SHMA and identify the outputs from these scenarios.

Table 15 – Extracted from SHMA (page 106) – Summary of projections 2011 – 2031 – Annual – Nuneaton and Bedworth

Table 43: Summary of Projections 2011 to 2031 – Annual – Nuneaton & Bedworth

Projection	Population growth		Housing numbers		Employment growth	
	Per annum	% change	Per annum	% change	Per annum	% change
PROJ 1 (SNPP)	800	0.6%	389	0.7%	200	0.3%
PROJ 1A (SNPP updated)	910	0.7%	429	0.8%	258	0.4%
PROJ 2 (10-year migration trends)	727	0.6%	363	0.7%	160	0.3%
PROJ 3 (5-year migration trends)	668	0.5%	341	0.6%	129	0.2%
PROJ A (Jobs baseline)	839	0.7%	403	0.7%	219	0.4%
PROJ B (Residents in employment)	985	0.8%	455	0.8%	295	0.5%
PROJ X (Zero net migration)	380	0.3%	238	0.4%	-22	0.0%
PROJ Y (Zero employment growth)	418	0.3%	252	0.5%	0	0.0%
PROJ Z (Past Completions)	904	0.7%	427	0.8%	258	0.4%
PROJ 1A – 2008 Headship	910	0.7%	545	1.0%	258	0.4%
PROJ 1A – Midpoint Headship	910	0.7%	494	0.9%	258	0.4%

Table 16 – Extracted from SHMA (page 106) – Summary of projections 2011 – 2031 – Total – Nuneaton and Bedworth

Table 44: Summary of Projections 2011 to 2031 – Total – Nuneaton & Bedworth

Projection	Population growth		Housing numbers		Employment growth	
	Total	% change	Total	% change	Total	% change
PROJ 1 (SNPP)	16,003	12.8%	7,785	14.3%	3,999	6.6%
PROJ 1A (SNPP updated)	18,202	14.5%	8,577	15.8%	5,152	8.6%
PROJ 2 (10-year migration trends)	14,547	11.6%	7,251	13.3%	3,197	5.3%
PROJ 3 (5-year migration trends)	13,351	10.6%	6,821	12.6%	2,571	4.3%
PROJ A (Jobs baseline)	16,784	13.4%	8,061	14.8%	4,376	7.3%
PROJ B (Residents in employment)	19,708	15.7%	9,109	16.8%	5,893	9.8%
PROJ X (Zero net migration)	7,609	6.1%	4,756	8.8%	-436	-0.7%
PROJ Y (Zero employment growth)	8,356	6.7%	5,042	9.3%	0	0.0%
PROJ Z (Past Completions)	18,078	14.4%	8,550	15.7%	5,151	8.6%
PROJ 1A – 2008 Headship	18,202	14.5%	10,905	20.1%	5,152	8.6%
PROJ 1A – Midpoint Headship	18,202	14.5%	9,890	18.2%	5,152	8.6%

Key consideration to take forward

- Risk of path dependency
- High out commuting
- Relationship between employment and housing needs
- Restructuring of the economy

Coventry and Warwickshire Strategic Employment Land Study (2014)

Atkins was commissioned by the CWLEP to undertake a Strategic Employment Land Study. The purpose of the study was to provide a robust evidence base and associated policy recommendations to assist in the preparation of CWLEP's SEP and also to provide evidence for the local authorities in the CWLEP area to inform the preparation of each Council's Local Plan. The core study objectives are cited as:

- "Undertake a gap analysis and quality check of existing Employment Land Studies;
- Assess the future employment land needs of the sub-region by considering a range of demand scenarios;
- Consider the need for one or more employment sites of strategic significance; and
- If a need for such site(s) is identified, assess the suitability of potential sites and provide appropriate recommendations."

Paragraph 2.67 concludes that the review of Local Authorities existing evidence base (ELR's) did not highlight any gaps or concerns in relation to the analysis undertaken by each authority. However the study does highlight the point that each study does not use a consistent set of assumptions, and quite often will be undertaken at a different point in time using different datasets. Consequently comparing these studies to the Coventry and Warwickshire Strategic Employment Land Study (2014) is cited with a warning note that these comparisons should be made with caution. This is considered a sound point in relation to comparing the forecasting in this ELR to that of the *Coventry and Warwickshire Strategic Employment Land Study (2014)*.

In relation to forecasting employment land requirements the following four scenarios were run:

- Scenario 1: Cambridge Econometrics base scenario – Baseline forecasts based on Cambridge Econometrics' 45 sector employment forecasts to 2025 prepared in August 2013. The forecasts were extrapolated to 2031, and employment figures were converted into FTEs.

- Scenario 2: Baseline+ growth scenario – This baseline scenario is complemented by a higher-growth scenario developed by Atkins (based on CWLEPs predication that the City Deal will deliver over 8, 800 new jobs in advanced manufacturing by 2025). **This scenario is not broken down at the Local Authority level, therefore no specific results are identified for Nuneaton and Bedworth.**
- Scenario 3: Housing led scenario – This tests the labour supply growth projections used in the SHMA on the sub-region’s future employment land requirements. **This scenario is not presented at Local Authority level, therefore no specific results are identified for Nuneaton and Bedworth.**
- Scenario 4: Past completions – This scenario is based on data supplied by each Local Authority regarding Employment Land completions over the last few years.

Scenario 1 identifies a minimum of 201 ha employment land need across the LEP area. In relation to Nuneaton and Bedworth, Table 17 below is extracted from the study and highlights a need of 17 ha (2011 – 2031).

Table 17 – Sub Regional ELR Extract

Use class	FTE change 2011-2031		Floorspace change 2011-2031		Employment land change 2011-2031	
B1a/b	1,700	19%	20,200	19%	4	19%
B1c	100	9%	5,900	9%	1	9%
B2	0	2%	1,600	2%	0	2%
B8	800	15%	54,000	15%	11	15%
Total B class	2,600	15%	81,700	13%	17	13%

Scenario 2 identifies an indicative employment land requirement across the LEP area of 326 ha (2011 – 2031). Scenario 3 identifies an indicative employment land requirement across the LEP area of 115 ha (2011 – 2031). Scenario 4 identifies an indicative employment land requirement across the LEP area of 659 ha.

The study recommends that scenario 2 be used as a minimum estimation of qualitative need across the sub-region. In addition the study emphasises that the total requirement should be seen as a minimum because based on past demand this allocation would be insufficient, hence minimum and delivery should be kept under review. However the study emphasizes the need to ensure that delivery of employment land is phased which will assist with not flooding the market.

The study then moves onto an assessment of need for strategic employment sites. The study defines these as:

- *“Is at least 20 ha in size or is likely to accommodate at least 80,000 sqm of floorspace.*
- *Has excellent access to the strategic road network.*
- *Has good levels of accessibility and is located within, or close to, the areas of greatest need.*
- *Demonstrates good strategic fit with the Strategic Economic Plan, primarily being capable of meeting the needs of the sub-region’s key growth sectors including advanced manufacturing and engineering, research and development and logistics.*
- *Has premier appeal to national and potentially international investors.*
- *Is feasible and deliverable in terms of being financially viable and able to overcome any significant physical, environmental or infrastructure constraints.”¹²*

The study concludes that there is a need for one or more strategic employment sites to serve the CWLEP area (the assessment is based on evidence in policy, local economic, market and quantitative terms). The conclusion of the study identifies Coventry and Warwickshire Gateway to be offering the most suitable location for a sub-regional sites, with Antsy Park and Friargate offering other suitable options.

¹² See Paragraph 5.2 of Sub-Regional Employment Land Study (2014)

Stage 1.2 Consultation with commercial property market & Consideration of the FEMA

Consultation with the commercial property market

The ELR (2010) carried out an assessment of the Borough's existing portfolio, this is set out in detail within the ELR (2010).

As part of the ELR a review of the existing employment land supply was undertaken (see section 4 of the ELR 2010). This review comprised:

- A quantitative and qualitative assessment of employment land supply;
- Recommendation for a new portfolio employment land; and
- A capacity assessment

The review consisted of quantitative and qualitative elements; this was carried out for existing sites and sites with planning status. Within the ELR 2010, the methodology for assessment is contained in Appendix B and Appendix D, while, the assessment scores are contained in Appendix C and Appendix F respectively.

The need to review existing employment sites stemmed from PPS 4 which recommended land reviews be undertaken at a local level (see para EC 1.3d). The guidance which informs the assessments¹³ recommended that the existing stock be assessed in terms of its suitability for employment use in the future. As set out in the text relating to the NPPF there is still a need to undertake reviews of existing employment land. The ELR identified the following existing sites as being the best scoring within the Borough:

- Prologis Park
- Bermuda Industrial Estate 1
- Justice Centre
- Ashbrook Court

¹³ Employment Land Review Guidance (2004)

The following sites were identified in the review as scoring poorly and effectively identified their need for removal from the portfolio of employment land:

- King Edward Road
- Anker Street
- Midland Road
- Hawkesbury Lock Industrial Centre
- Hazell Way Industrial Estate
- Blackhorse Road Industrial Estate
- Blackhorse Road
- Newtown Road
- Aston Industrial Estate
- Caldwell Road Industrial Estate
- Tuttle Hill
- Bath Road
- Seymour Road

Existing Estates work post ELR 2010

In taking this forward Officers reviewed the work undertaken by GVA Grimley and sought to identify a list of sites that were:

- Fit for purpose over the plan period (Green Sites)
- Required investment to remain part of the portfolio (Amber sites)
- To be removed from the portfolio (Red sites)

This was effectively based on the analysis and scoring criteria the GVA Grimley study carried out.

The implications of this work are set out below.

Table 18 – Implications of post 2010 work for existing employment estates¹⁴

¹⁴ Green (high performing), amber (in need of investment) and red (removal)

Site Reference	Location
E28	Gallagher Park Industrial Estate
E29	Prologis Park
E30	Bermuda Industrial Estate 1
E31	Elliot Park
E37	Justice Centre
E42	Ashbrook Court
E11	Hemdale Business Park
E17	Caldwell Road Industrial Estate
E24	School Lane
E25	The Moorings
E1	Poole Road Business Centre
E32	St. George's
E35	Haunchwood
E2	Pool Road Industrial Estate
E7	Weddington Terrace Industrial Estate
E8	Oaston Road
E9	Whitacre Road Industrial Estate
E10	Attleborough Fields Industrial Estate
E13	Trident Business Park
E14	Trident Business Park 2
E15	Caldwell Road Industrial Estate
E16	Caldwell Road Industrial Estate
E18	Caldwell Road Industrial Estate
E19	Marston Jabett
E20	Bayton Road Industrial Estate
E21	Bayton Road Industrial Estate

Site Reference	Location
E22	Grovelands Industrial Estate
E34	Tenlons Road Industrial Estate
E40	Hope Aldride Business Centre
E41	Weddington rd
E3	Midland Road Rail Network
E4	Ashton Industrial Estate
E5	Bath Road
E6	St. Mary's Road
E12	Seymour Road
E23	Blackhorse Road Industrial Estate
E26	Blackhorse Road
E27	Hawksbury Lock Industrial Estate
E33	Hazell Way Industrial Estate
E36	King Edward
E38	Anker Street
E39	Newton Road, Bedworth

In taking the work forward an internal working group was established, and one of the areas covered was to look at the issues affecting the amber sites. A consultation exercise was undertaken in 2012 with businesses on those estates to identify what their issues were, and ultimately sought to corroborate the issues identified within the ELR 2010. Each industrial estate has a summary sheet (see Appendix B). However, in short some of the issues identified were beyond the remit of planning policy, such as business rate issues, while some issues were overly detailed for the plan to deal with. Ultimately, however, there were issues identified as part of the consultation which can be used to justify the need to invest in the at risk sites.

In relation to the consultation with businesses, the work focused on those businesses located on the amber industrial estates. This was partly carried out to identify if the results of the assessments carried out in the ELR could be verified by users on the estate, but also to try to gain another perspective on

issues (Appendix C contains a version of the questionnaire that was sent to businesses). A mixed response rate was received for each estate and therefore the results from this survey are treated with caution, and it is accepted that the Council would need to carry out more detailed work with the businesses to obtain a wider view.

The information below¹⁵ compiles the key issues arising from the ELR (2010) as well as the consultation with businesses.

¹⁵ Please note, the employment estate boundaries in this section have been extracted from the 2010 Employment Land Review. They do not take account of any proposed changes recommended in this update.

Site E1 Pool Road Business Centre



The assessment of this industrial estate identified the following as the main issues:

- Nature of tenants
- Market attractiveness
- Strategic accessibility

In addition the following issues were also highlighted as being of an average standard:

- External environment
- Public transport

Industrial Estates survey:

Consultation on this estate was carried out with site E2, see site E2 for detail.

Site E2 Pool Road Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- External environment
- Nature of tenants
- Market attractiveness
- Strategic accessibility

In addition the following issues were also highlighted as being of an average standard:

- Building quality
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 18% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff
- General appearance
- Security

Site E7 Weddington Terrace Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- External environment
- Local access

In addition the following issues were also highlighted as being of an average standard:

- Building quality
- Market attractiveness
- Strategic accessibility

Industrial Estates Survey:

The survey with business resulted in a 17% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff
- General appearance
- Security

Site E8 Oaston Road Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- Building quality
- External environment
- Nature of tenants
- Market attractiveness
- Local amenities

In addition the following issues were also highlighted as being of an average standard:

- Building age
- Strategic accessibility

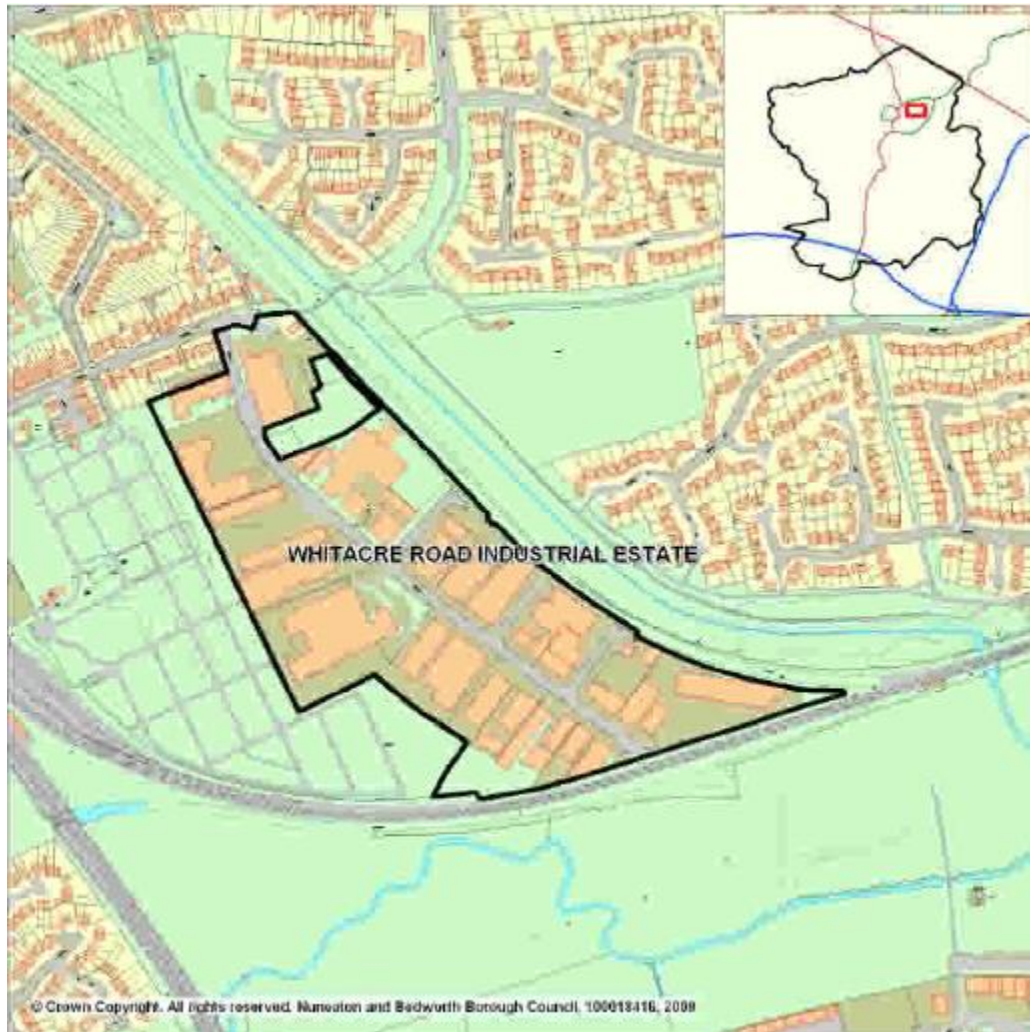
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 13% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff

Site E9 Whitacre Road Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- External environment
- Nature of tenants
- Market attractiveness
- Local access

In addition the following issues were also highlighted as being of an average standard:

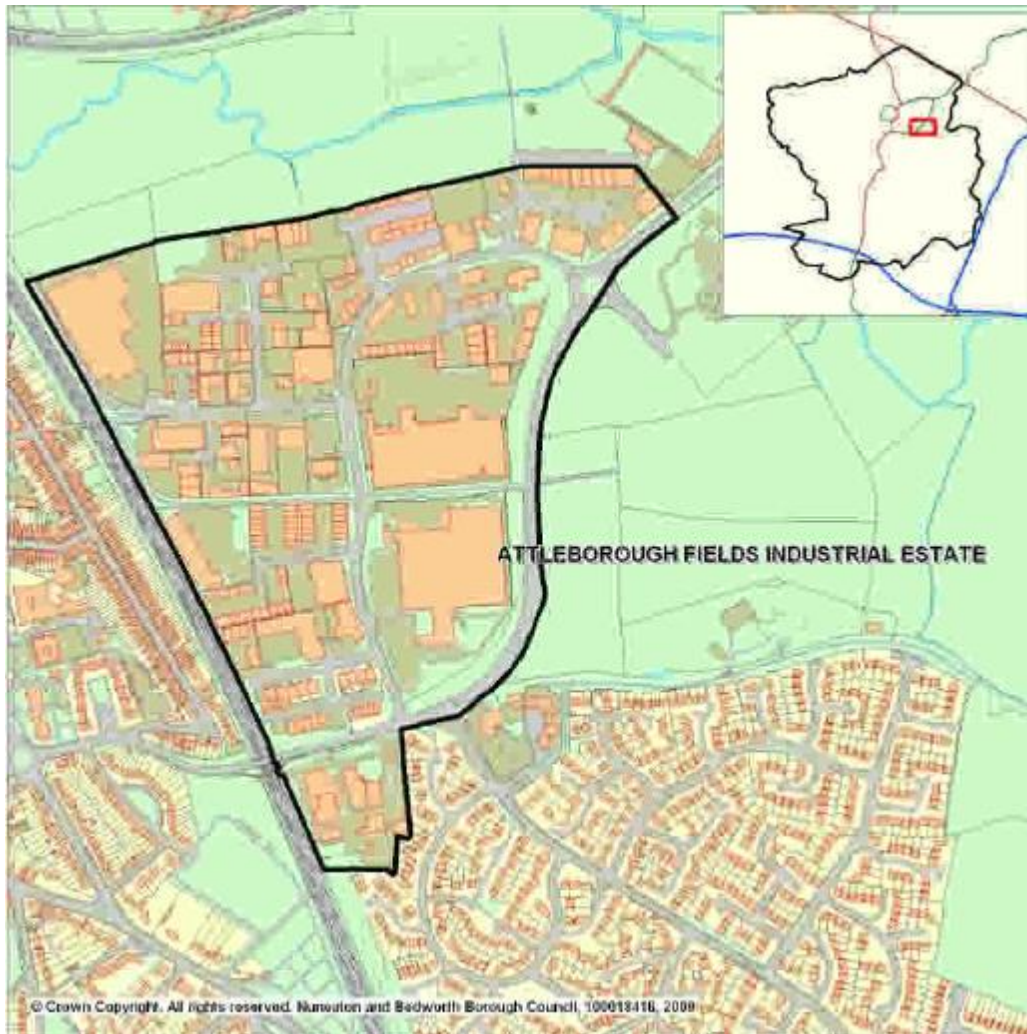
- Building quality
- Visible voids
- Strategic accessibility

Industrial Estates Survey:

The survey with business resulted in a 6% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- General appearance
- Security

Site E10 Attleborough Fields Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- Local amenities

In addition the following issues were also highlighted as being of an average standard:

- External environment
- Market attractiveness
- Strategic accessibility
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 8% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff
- General appearance
- Security

Site E11 Hemdale Business Park



There were no significant issues arising from the assessment for this industrial estate.

However the following issues were also highlighted as being of an average standard:

- External environment
- Visible voids
- Strategic accessibility
- Local amenities
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 15% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate

Sites E13 and E14 Trident Business Park





The assessment of these industrial estates identified the following as the main issues:

- Local access
- External environment
- Nature of tenants
- Market attractiveness

In addition the following issues were also highlighted as being of an average standard:

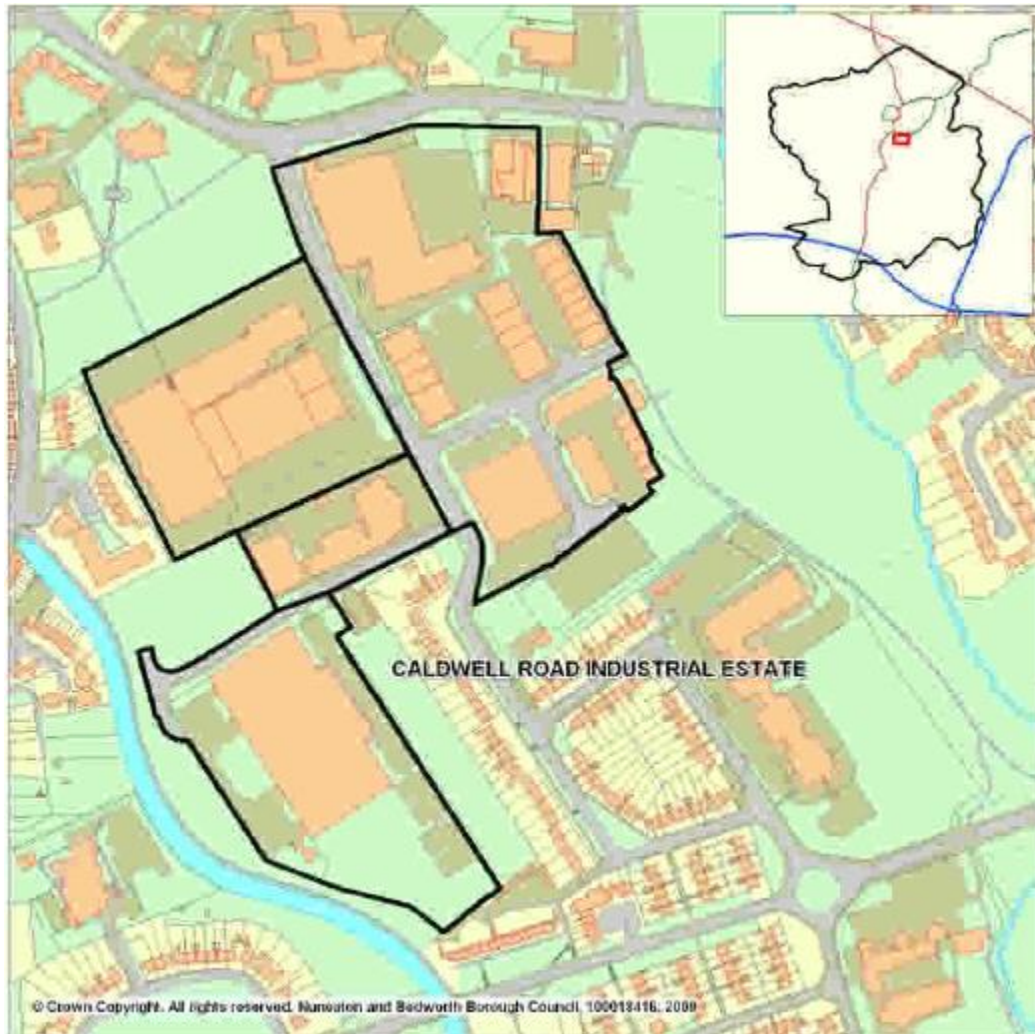
- Building quality
- Visible voids
- Strategic accessibility
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 6% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- General appearance
- Open space
- Security

Sites E15 – E18 Caldwell Road Industrial Estate



The assessment of these industrial estates identified the following as the main issues:

- Building quality
- External environment
- Visible voids
- Nature of tenants
- Market attractiveness
- Local amenities

In addition the following issues were also highlighted as being of an average standard:

- Building age

- Public transport

Industrial Estates Survey:

The survey with business resulted in a 4% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- Security

Site E19 Marston Jabbett Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- External environment
- Nature of tenants
- Market attractiveness
- Local access
- Local amenities
- Public transport

In addition the following issues were also highlighted as being of an average standard:

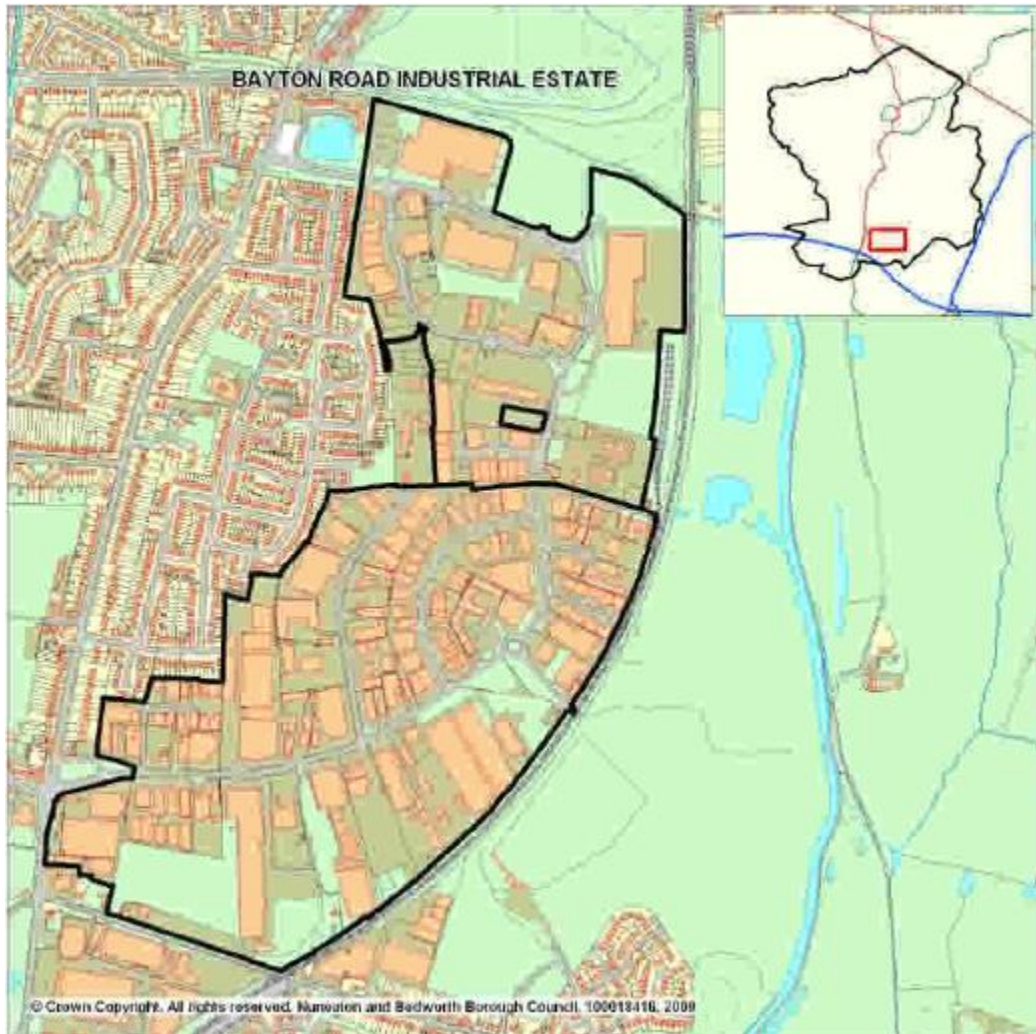
- Strategic accessibility

Industrial Estates Survey:

The survey with business resulted in a 2% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff
- Fly tipping

Site E21 Bayton Road Industrial Estate



It was considered more productive to combine the Bayton Road sites, even though one element of the site scored excellent under the ELR methodology. This was based on local knowledge of the site and in reality they are not considered separate entities.

The assessment of this industrial estate identified the following as the main issues:

- Nature of tenants

In addition the following issues were also highlighted as being of an average standard:

- Building quality
- External environment

- Market attractiveness
- Public transport

Industrial Estates Survey:

It was considered more productive to combine the Bayton Road sites, even though one element of the site scored excellent under the ELR methodology. This was based on local knowledge of the site and in reality they are not considered separate entities.

The survey with business resulted in a 10% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate for staff
- General appearance
- Security

Site E22 Grovelands Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- Building quality
- External environment
- Market attractiveness

In addition the following issues were also highlighted as being of an average standard:

- Building age
- Nature of tenants
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 8% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- Security

Site E24 School Lane



There were no significant issues arising from the assessment for this industrial estate.

However the following issues were also highlighted as being of an average standard:

- Nature of tenants
- Market attractiveness

Industrial Estates Survey:

No responses were received from users on this industrial estate.

Site E25 The Moorings Business Park



The assessment of this industrial estate identified the following as the main issues:

- External environment

In addition the following issues were also highlighted as being of an average standard:

- Nature of tenants
- Market attractiveness
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 50% return and the following issues were identified as key by those who responded to the survey:

- Road network within and around the estate
- Security
- Staff accessibility

Site E32 St Georges (Bermuda Industrial Estate)



The assessment of this industrial estate identified the following as the main issues:

- Local amenities

In addition the following issues were also highlighted as being of an average standard:

- Public transport

Industrial Estates Survey:

The survey with business resulted in a 5% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate by bus
- Security

Site E34 Tenlons Road Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- Nature of tenants
- Market attractiveness
- Local access

In addition the following issues were also highlighted as being of an average standard:

- Building age
- Building quality
- External environment
- Local amenities

- Public transport

Industrial Estates Survey:

The survey with business resulted in a 8% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- Security

Site E35 Haunchwood Industrial Estate



There were no significant issues arising from the assessment for this industrial estate.

However the following issues were also highlighted as being of an average standard:

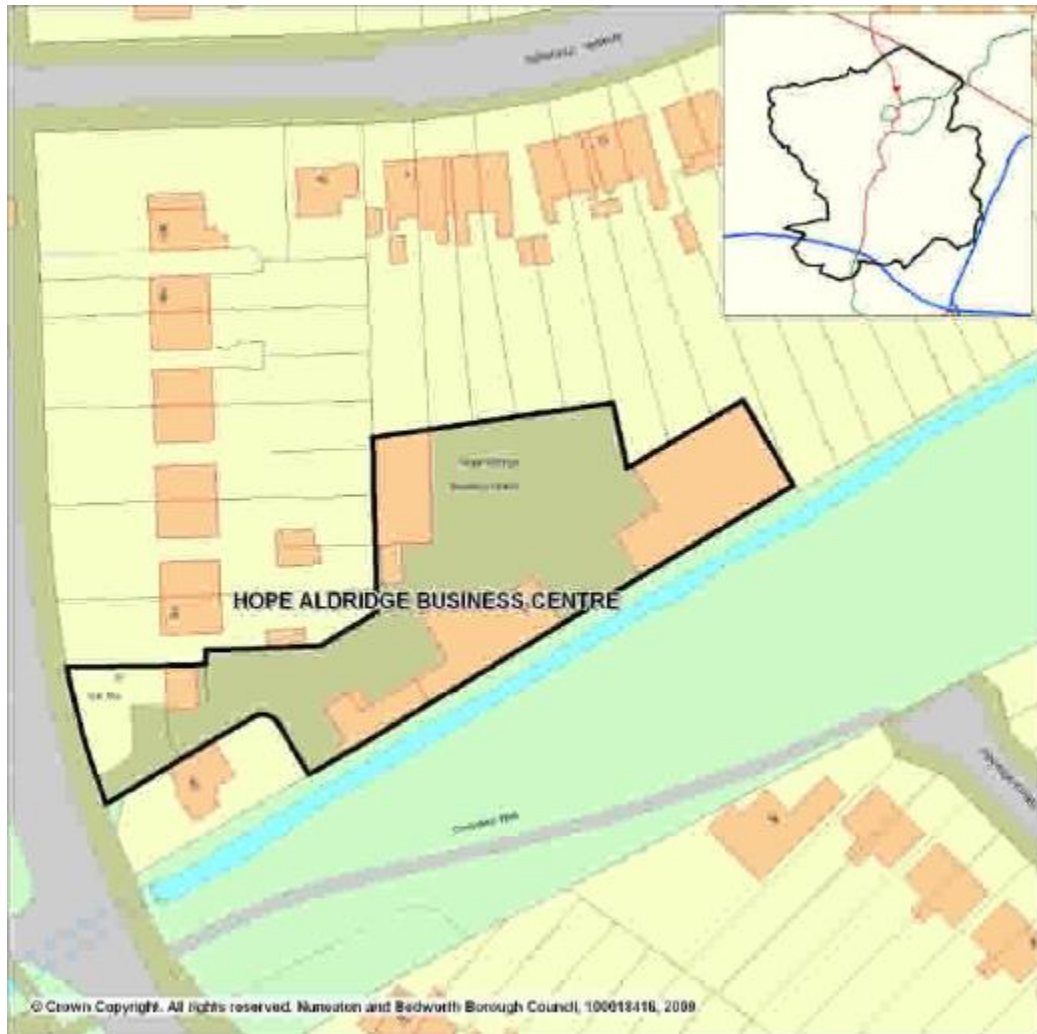
- External environment
- Market attractiveness
- Strategic accessibility
- Local amenities
- Public transport

Industrial Estates Survey:

The survey with business resulted in a 11% return and the following issues were identified as key by those who responded to the survey:

- Accessibility

Site E40 Hope Aldridge Business Centre



The assessment of this industrial estate identified the following as the main issues:

- Nature of tenants
- Market attractiveness
- Local amenities

In addition the following issues were also highlighted as being of an average standard:

- Building quality
- External environment
- Public transport

Industrial Estates Survey:

No responses received from users on this industrial estate.

Site E41 Weddington Road Industrial Estate



The assessment of this industrial estate identified the following as the main issues:

- Local access

In addition the following issues were also highlighted as being of an average standard:

- Nature of tenants
- Market attractiveness
- Strategic accessibility

Industrial Estates Survey:

The survey with business resulted in a 50% return and the following issues were identified as key by those who responded to the survey:

- Accessibility to the estate
- Security

An action plan was developed to assist with overcoming issues on the Estates (see Appendix J).

ELR 2014 – Additional Commercial Engagement

As part of this update further commercial engagement was undertaken. Agents, investors, local businesses and those who had submitted site suggestions through the Council's SHLAA process were invited to take part in this engagement. The purpose of the engagement was:

- Obtain viewpoints regarding the FEMA
- Obtain viewpoints regarding varying levels of growth
- Ascertain whether there should be any particular focus regarding the type of growth, inclusive of:
 - focusing on a particular sector
 - Making an allowance for wider than B use class sectors
- Identify current and prospective future market conditions.
- Obtain viewpoints on the location of growth

In total the Council contacted 73 individuals/ organisations, and a total of 11 meetings were conducted (April – May 2014) with:

- Arbury Estate
- Bilton Architectural Services
- FCC Environment
- Federation of Small Businesses
- Gallagher Estates and Pegasus Planning
- John Craddock Associates
- North Rae Sanders

- Prologis
- Roger Stone (representing Trustees of David Popp)
- Triton Showers
- Warwickshire County Council – Inward Investment team

Appendix D and E illustrate the two proforma that were used during the engagement. It was agreed, due to commercial confidentiality, that the completed proforma's would remain confidential. However, a summary of the key points is set out below.

Obtain viewpoints regarding the FEMA

No definitive response was provided regarding the FEMA, some responses did not consider this to be relevant because their operations were national/global. Whereas other responses suggested that the Borough boundary should be the focus of consideration. The general theme emerging was a link to infrastructure such as motorway's/ rail networks.

Obtain viewpoints regarding varying level of growth

Overall a high level of growth was promoted by stakeholders. Respondents indicated that a high land allocation will send a positive message to investors. In addition it was indicated that there was clear demand in the Borough for growth. The main issue slowing development in the past has been the lack of land available and constraints such as Green Belt. This is important in terms of ensuring appropriate land is allocated within the Plan. Concerns were raised in relation to setting an employment target lower than the Preferred Options figure (75ha 2010 – 2028).

Ascertain whether there should be any particular focus regarding the type of growth, inclusive of:

- ***focusing on a particular sector***

- ***Making an allowance for wider than B use class sectors***

Concerns were raised regarding an over – emphasis on trying to diversify the economy at the cost of what the Borough currently performs well at. In general it was considered that the Borough performs well in logistics and manufacturing, therefore these sectors should be supported. Flexibility was raised in relation to supporting small businesses i.e. the type of units being built should be diverse.

Identify current and prospective future market conditions.

Respondents indicated a positive market operation, both in terms of current and future prospects. In terms of specific data (set out in section 1.3), only Warwickshire County Council were able to provide raw data, however agents and landowners indicated ongoing discussions with investors.

Obtain viewpoints on the location of growth

This focused on the Preferred Options allocations. Inevitably promoters of land highlighted the benefits of their land allocations. Those respondents who could be considered slightly more independent were not able to provide a steer on this.

Other comments

Concerns were raised regarding the impact of residential development on existing businesses. In particular it was questioned whether the Plan could do anything to support the existing business base. Specifically the concerns focused around the potential for future complaints from residents against businesses e.g. noise. There were concerns that this may result in the business not being able to operate in its current fashion. In addition the concerns related to impact on residents in terms of safety and living environment.

MIRA Enterprise Zone

MIRA is already one of the few research and development facilities worldwide that can provide the specialist facilities and engineering resources essential to develop automotive and wider transport-related products and services.

MIRA Technology Park received Enterprise Zone status from Government in 2011, which will see a new 1.75 million square foot development of bespoke research and development centres ranging from start-up facilities right up to major research and development operations.

Prospective occupiers on the technology park will benefit from privileged and discounted access to the MIRA proving ground facilities and extensive laboratory complexes, many of which are the only such facilities in the UK. Occupiers will also benefit from the clustering effect of businesses operating in the same technology area.

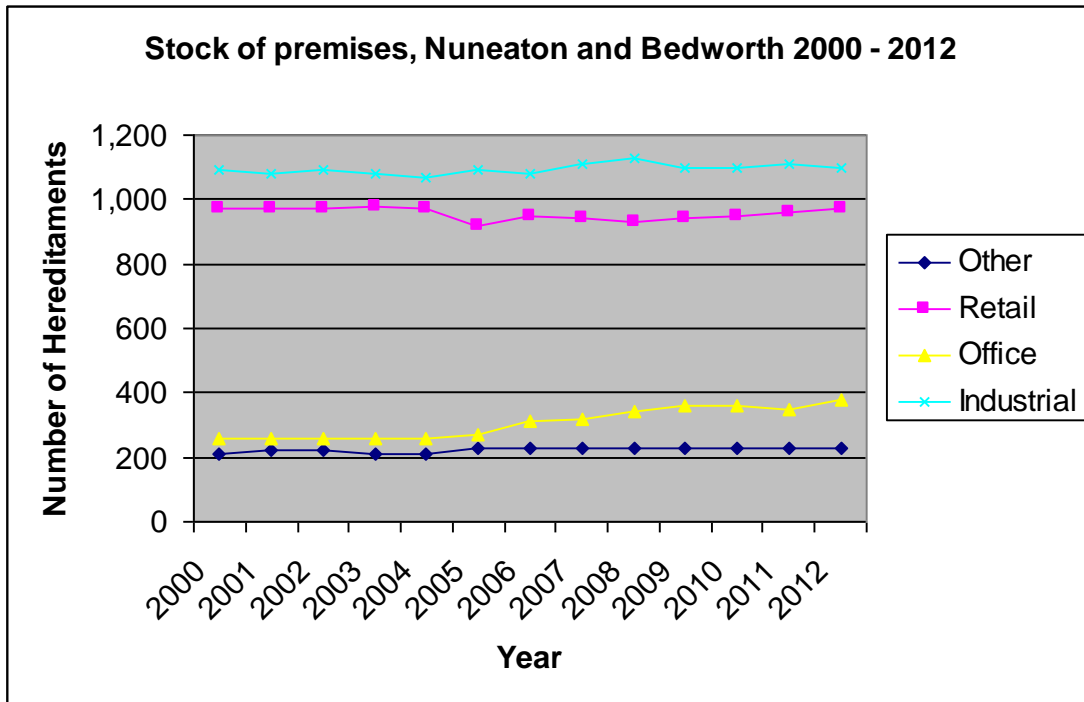
MIRA is immediately adjacent to the Borough boundary and it is likely that as the Enterprise Zone takes shape the Borough will support the zone with a number of supply chain industries, and jobs. Consequently it is considered that MIRA would form part of the FEMA.

Stage 1.3 Understanding the existing market

Land Stock and Revealed demand

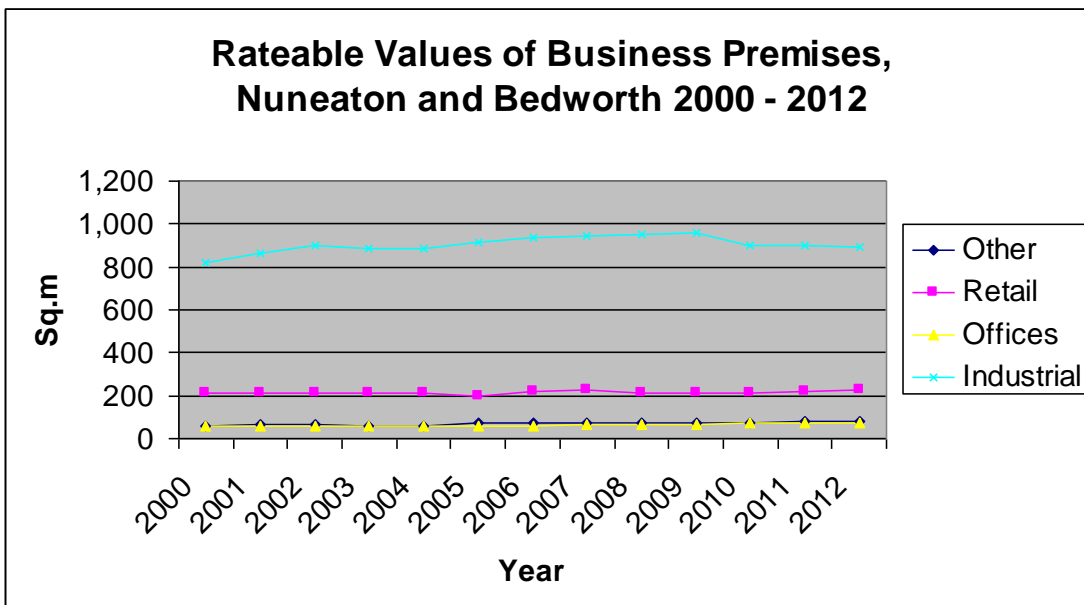
Section 3 provides a review of the local economy, consequently this section does not seek to repeat these matters. Figure 8 illustrates the industrial nature of the Borough's business base, however it does illustrate a slight increase in office stock and a consistent level of retail stock. In general the stock of businesses has been consistent. Floorspace trends are also consistent, however in the industrial sector there has been a dipping floorspace post recession. This sector provided the highest floorspace for the Borough, therefore consideration is required about how the Council should best support this sector, as well as ensuring the Borough is not overly path dependant. It illustrates a constant trend from 2007 onwards, which is likely to be linked to the recession. Figure 10 illustrates rateable values per sq.m for each sector. Retail has seen a gradual rise from 2009, whereas other sectors have remained constant since 2009.

Figure 8 – Stock of premises Nuneaton and Bedworth 2000-2012¹⁶



Source: Business Floorspace (Experimental Statistics), Valuation Office Agency, May 2012

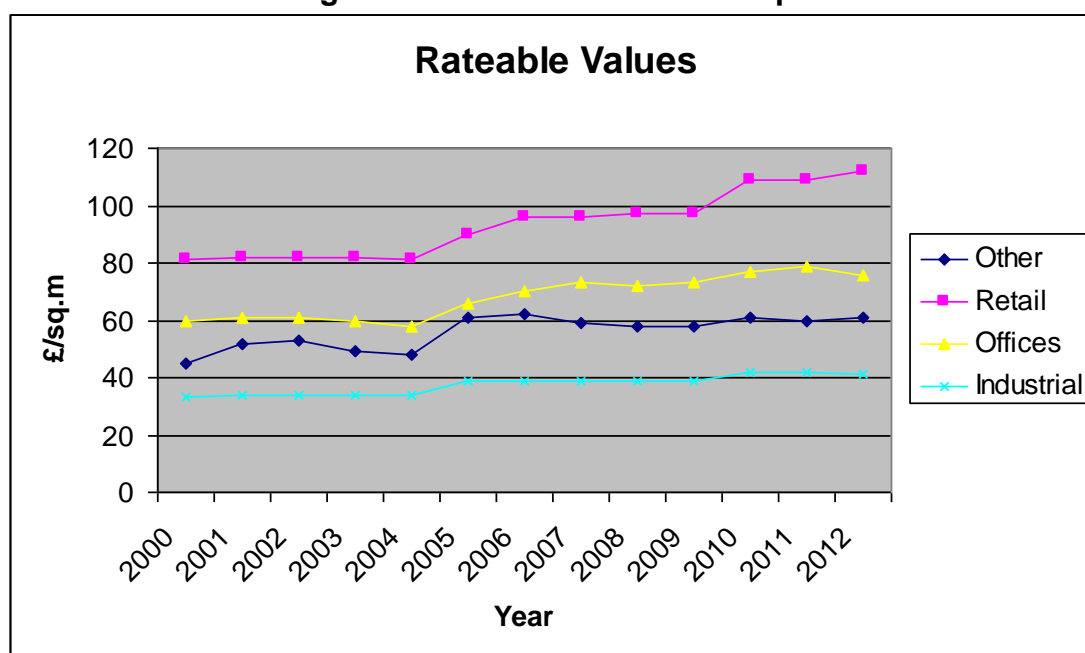
Figure 9 – Rateable values of business premises Nuneaton and Bedworth 2000-2012



Source: Business Floorspace (Experimental Statistics), Valuation Office Agency, May 2012

¹⁶ **Hereditament** the legal name for the unit of non-domestic property that is, or may become, liable to national non-domestic rates, and thus appears on the rating lists. (http://www.voa.gov.uk/corporate/statisticalReleases/120517_CRLFloorspaceReleaseNotes.html (Accessed 06/08/2014)).

Figure 10 – Rateable values £/sq.m



Source: Business Floorspace (Experimental Statistics), Valuation Office Agency, May 2012

In relation to employment demand, Nuneaton and Bedworth has had fairly low levels of employment land take up compared to other areas within the C&W LEP area.

Table 19 - Past completions (in hectares, B use classes only)

Period	Coventry	North Warwickshire	Nuneaton and Bedworth	Rugby	Stratford-on-Avon	Warwick	LEP area
Time period	2003-2013	2008-2013	2004-2012	2003-2013	2004-2013	2003-2013	-
Average per year	8	13	1	4	3	3	33
Projected employment land requirement 2011-2031	163	270	26	76	63	61	659

Source: CWLEP local authorities, Atkins

However a high level of incomplete planning permissions exists (17 hectares). This update assesses this supply to understand further the likelihood of these

sites coming forward and delivering economic growth for the Borough. In addition consultation with the commercial property market has indicated a high level of demand. This anecdotal evidence from the commercial property market indicates low level of completion due to a lack of suitable land being available. This is supplemented by data extracted from Tractivty (Business demand monitoring database), which indicates that between 01/04/12 – 22/04/14 1432 enquires were received associated with the Borough. Unfortunately the vast majority of enquires did not identify their reason (45%), however the most common reasons were:

- Expansion (21%)
- New Start-up (13%)
- Relocation (7%)
- UK Start-up (4%)

It should be noted that only 107 enquires came from businesses already located in the Borough

Table 20 illustrates the demand for property by type and size-band across the Borough from 01/04/2012 – 22/04/2014. The highest demand was for properties in the 0-200 sq.ft size band across all unit types. The fewest enquires were received for properties over 50, 000 sq.ft. This does not match the discussion with the commercial property market who have indicated that there is a need for larger scale units. In general most searches within the Borough were for Industrial/ Warehouse premises (32%).

Table 20 – Property Demand Analysis 1st April 2012 – 22nd April 2014

Property Type	Size From (SqFt)									Not Specified	Total
	a. 0 to 200 SqFt	b. 201 to 500 SqFt	c. 501 to 1000 SqFt	d. 1001 to 2500 SqFt	e. 2501 to 5000 SqFt	f. 5001 to 10000 SqFt	g. 10001 to 20000 SqFt	h. 20001 to 50000 SqFt	i. 50000+ SqFt		
Not Specified	65	4	4	4	9	2	8	5	1	0	102
Development Opportunity	141	2	6	6	12	11	8	7	5	0	198
Industrial	163	21	40	52	31	26	26	12	5	2	378
Land	159	1	7	2	14	13	13	10	7	1	227
Leisure	127	1	9	6	15	13	6	5	0	1	183
Office	122	7	7	5	8	10	5	4	0	4	172
Retail	201	2	13	14	11	9	7	5	0	0	262
Speciality	138	4	8	5	14	13	7	6	0	2	197
Warehouse	150	10	14	18	22	17	16	7	3	0	257
Total	1266	52	108	112	136	131	96	61	21	10	1976

Source: WCC Inward Investment team, Tractivity data 2014. (NB Number is searches may be higher than overall enquiry number to account for re-trawls)

Stage 1.4 Implications of residential development on businesses

Conflicts between land uses can occur between residential and employment land. It is desirable to have these two uses in the vicinity of each other in sustainability terms, but in the use of the sites can different expectations of what is reasonable behaviour particularly in relation to noise.

Employment land and the premises on those sites are valuable parts of the Borough's economy. It is, therefore, important that surrounding land uses and the changes in these uses do not have a detrimental effect on the existing businesses in the area. Proposals for neighbouring uses should be appropriate and unlikely to impose operational constraints on existing businesses, for example, a successful business should not have to change its operating times in order to suit a new neighbouring use. The existing and proposed employment areas, defined on the Proposals Map, will be safeguarded for employment development and other uses appropriate for employment areas. There may be occasions where employment land has become obsolete and can no longer make a contribution towards the portfolio of employment land, these sites are identified in Table 22. For these sites, change of use proposals from employment land to other uses will be supported where it is compatible with the surrounding land uses.

Environmental Health have indicated that there are certain areas of the Borough in which complaints arise in relation to the noise from industrial premises affecting those in residential areas. Of particular issue is Colliery Lane adjacent to Bayton Road industrial estate. Listed below is an example of some of the distances in this area between the different uses.

- Unit 1 Colliery Lane (Pure Washrooms) to 70 Larchwood Road actual property 24m & property boundary 12m

- Unit 5-6 to 46 Larchwood Road to property 23m to property boundary 11m

- Unit 5 Crondal Road to 34 Tresillian Road Property 18m to property boundary 9m

New development with potential issues

The NPPF encourages the flexibility of land uses where the intended use of a site has not come forward. Paragraph 22 states:

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

The NPPF paragraph 123 states that, *“Planning policies and decisions should aim to:*

- *avoid noise from giving rise to significant adverse impacts on health and quality of life as a result of new development;*
- *mitigate and reduce to a minimum other adverse impacts on health and quality of life arising from noise from new development, including through the use of conditions;*
- *recognise that development will often create some noise and existing businesses wanting to develop in continuance of their business should not have unreasonable restrictions put on them because of changes in nearby land uses since they were established; and*

- *identify and protect areas of tranquillity which have remained relatively undisturbed by noise and are prized for their recreational and amenity value for this reason.*”

Paragraph 17 of the NPPF is also consistent with this and outlines that planning should seek a good standard of amenity for all existing and future occupants of land and buildings.

A recent local example of a case where a new use is potentially conflicting with an existing use is application 032665 - Erection of 12 affordable flats and 24 affordable houses. The officer recommendation was Refusal on the grounds of noise and the resultant harm to residential amenity, the potential impact on existing and future industrial and economic development, and a lack of financial contributions towards planning obligations where there is capacity to do so; both in terms of play and open space monies and educational financial requests. The application went on to be refused by committee.

Proposed residential dwellings are likely to be incompatible with existing employment uses in the area. Potential mitigation measures can be put in place, however, these measures are based on existing circumstances and do not take account of any future increases. Residential dwellings proposed next to areas of employment are likely to give rise to complaints from the future occupiers of the residential dwellings. This has the significant potential to result in restrictions being imposed on a business, which would result in the undue inhibition of the legitimate activity of existing noise generating uses. This would consequently be prejudicial to industrial expansion and economic growth.

Implications for Borough Plan

Paragraph 22 of the NPPF advocates that there should not be any long-term protection of employment land, therefore, anything protecting employment

land in the long term would be non-compliant. However, employment land is important to the future growth of the Borough. It would not be beneficial for the Borough if all vacant employment land converted into residential development just because financial growth is currently low. This could present issues in the future if the economy changes in a positive way. If the land within existing employment sites can be allocated and protected for employment use, this would be advantageous to the existing employment sites and the occupiers as their future business would be secure from unfavourable restrictions. This will be an important consideration for the Borough Plan to ensure proposed new development does not conflict with surrounding uses, this is particularly prevalent with the proposed sites of SHS1 and ECO2 in the Borough Plan.

Stage 1.5 Implications of limiting B8 use class development

The Borough Plan Preferred Options consultation document included a proposal to restrict the amount of B8 development to 20 hectares during the life of the Plan. This ELR update assesses the feasibility/ implications of the proposal by assessing the strengths and weaknesses of this approach, which is set out in Table 21.

Table 21 – B8 Strength and Weaknesses appraisal

Strengths	Weaknesses
<ul style="list-style-type: none"> • Will ensure the sector does not continue to take up the bulk of the Borough land allocations • Demonstrates the Borough’s commitment to diversifying into other sectors • Allows for high density employment sectors to move into the local economy • Potential to allow for more higher paid employees in other sectors because more land is available 	<ul style="list-style-type: none"> • Local economy is well situated to take advantage of warehouse companies, therefore approach would be moving away from a strength • Restricting B8 will not guarantee that other sectors locate in the area • Mixed evidence regarding warehousing jobs. The Council has received some evidence of high density warehousing and higher paid jobs. • Policy would be negatively worded • Policy may be in conflict with the NPPF regarding enabling businesses to grow. • Could result in a slowing down of local economic growth because of slow take up of employment land – which could in turn put off other

Strengths	Weaknesses
	investors

B8 Conclusion

It is considered inappropriate to restrict B8 use classes during the life of the Plan. Although it is the Council's aspiration to diversify its economy it is considered that this proposal will result in potentially negative economic impacts on the local economy. It is recommended the Council focus their efforts on trying to attract other sectors, an approach to this should be devised through the Economic Development Strategy.

Stage 1.6 Assessment of existing employment estates

Existing Employment Estates - Introduction

A key component of this update is to review the existing stock of Employment Land. As set out above the ELR 2010 recommended a revised portfolio of existing employment estates. This was taken forward in the Preferred Options document. The update seeks to update this assessment utilising more up to date evidence. The assessment includes a re-assessment of all site i.e. including those suggested for removal. In addition a review of site boundaries and a review of whether any new sites have emerged since 2010 (this resulted in one additional site being found 'Loades Eco park'). Figure 11 illustrates the location of the Borough existing employment estates.

Figure 11 – Location of Borough's Existing Employment Estates

Analysis of ELR Site Boundaries

This section outlines the changes suggested to the current site boundaries for employment sites held within the ELR.

The existing sites are reviewed firstly, showing the employment site reference from the previous ELR (E...) and the existing employment site reference from the Borough Plan Preferred Options (ED...). The Preferred Options consultation merged a number of existing employment sites following completion of the ELR 2010. This section reviews the boundaries of both the ELR 2010 and merged sites in the Preferred options consultation. The maps within this section illustrating previous boundaries reflect that of the ELR 2010. The proposal is that the recommendations in this section and subsequent section relating to the assessment of site quality be taken forward in terms of site boundaries for the next stages of the Plan.

E1 and E2 (ED1) – Pool Road Business Centre and Pool Road Industrial Estate

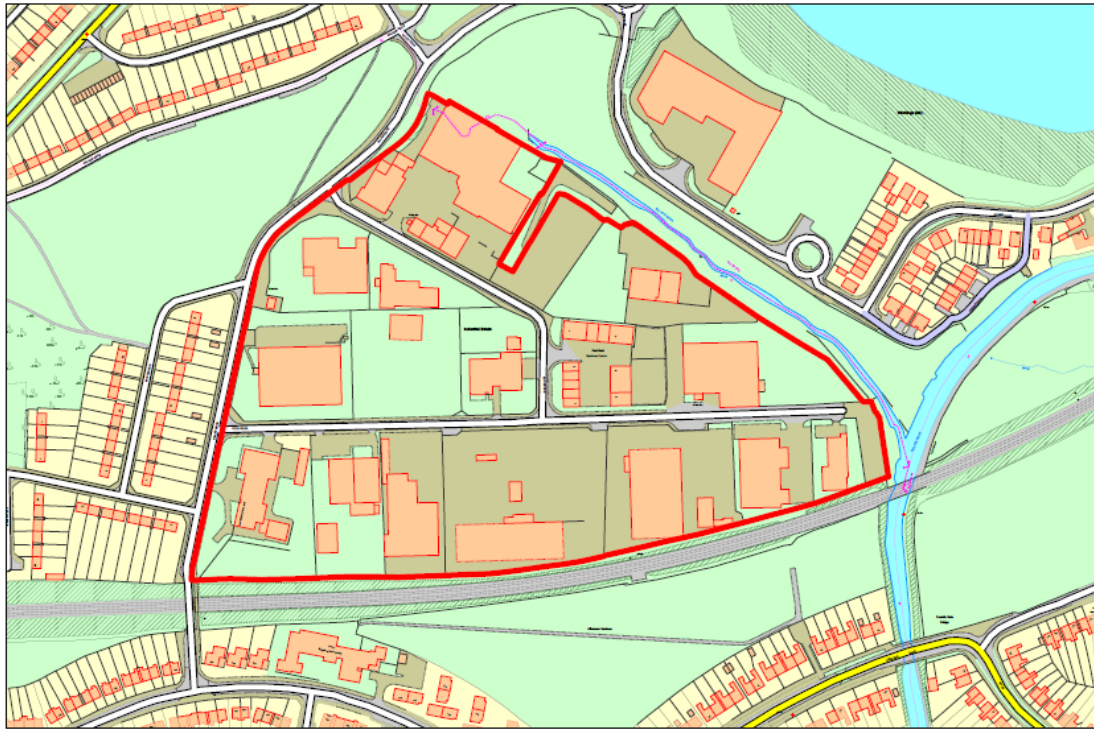
The two sites can be amalgamated as Pool Road Business Centre is simply an area providing workshops within the wider Pool Road Industrial Estate. Additionally, the gap to the north of the site shown as Greenfield and Brownfield can be included as it is serving an industrial use. **New site area amounts to 8.12 ha**, previously site Pool Road 1 and 2 amounted to 7.40 and 0.26 respectively.

ELR 2010 Boundaries:





ELR 2014 Boundary:



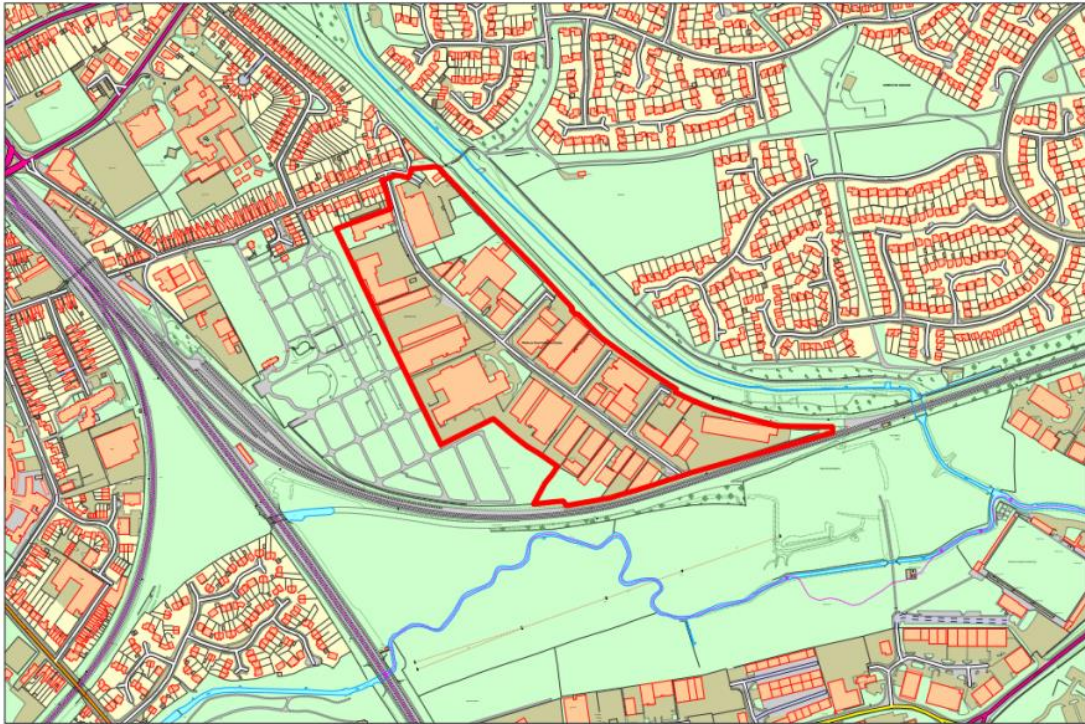
E9 (ED4) – Whitacre Road

Land to the north of the site which was omitted in the 2010 ELR can be included, as the land is being used as external storage space for the industrial units. **New site area amounts to 9.88 ha**, previously the site amounted to 9.39 ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



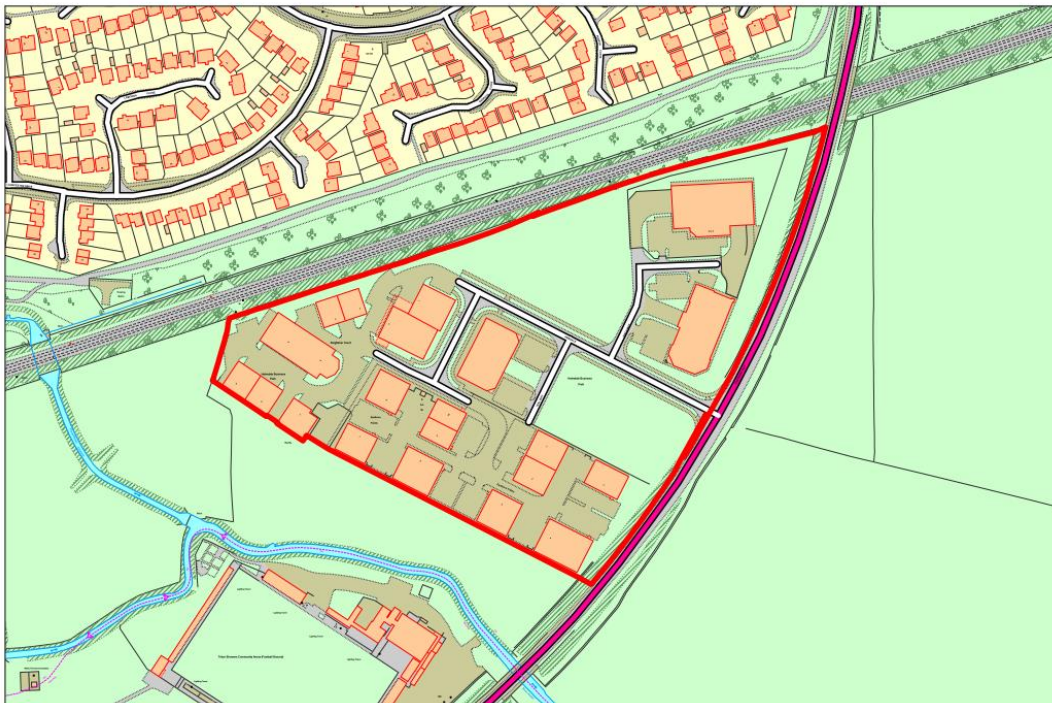
E11 (ED6) – Hemdale Business Park

Land to the north of the site, in the centre, can be included as it forms part of the wider boundary for the Hemdale Business Park's industrial area. **New site area amounts to 5.79 ha**, previously the site amounted to 5.06 ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



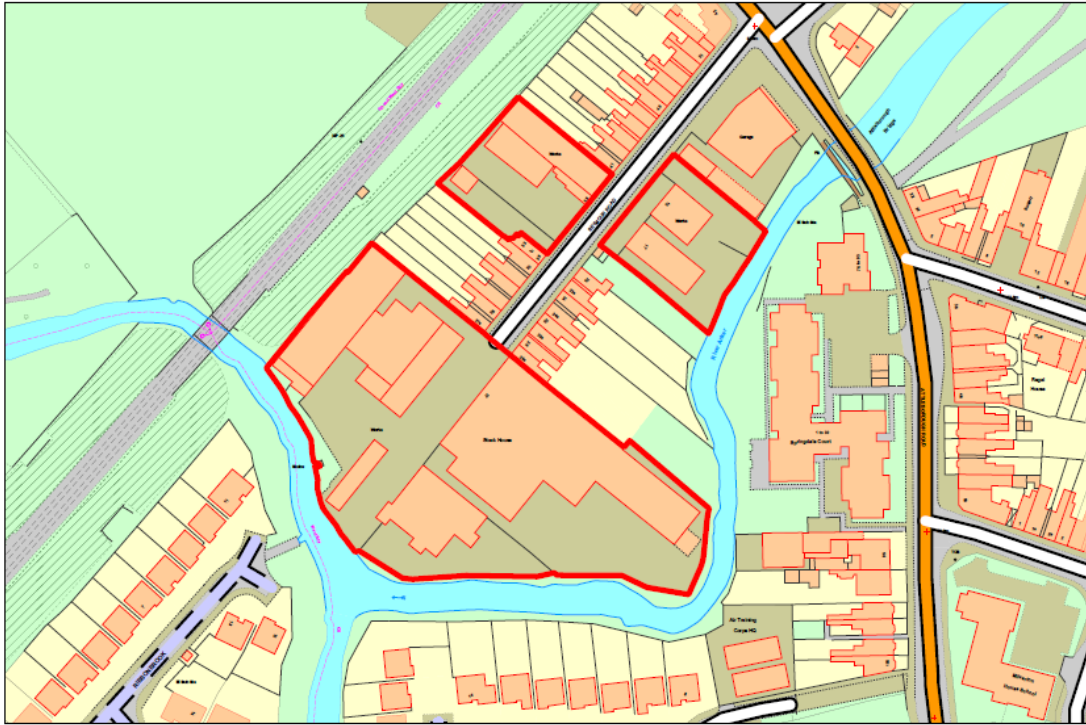
E12 – Seymour Road

Land south west of the north western plot should be extended where the map shows Brownfield land as this is also an industrial site. Similarly, the north east plot should be extended westward up to the road as this is part of an industrial site. **New site area amounts to 1.11 ha**, previously site amounted to 1.06ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



E13-14 (ED 7) Trident

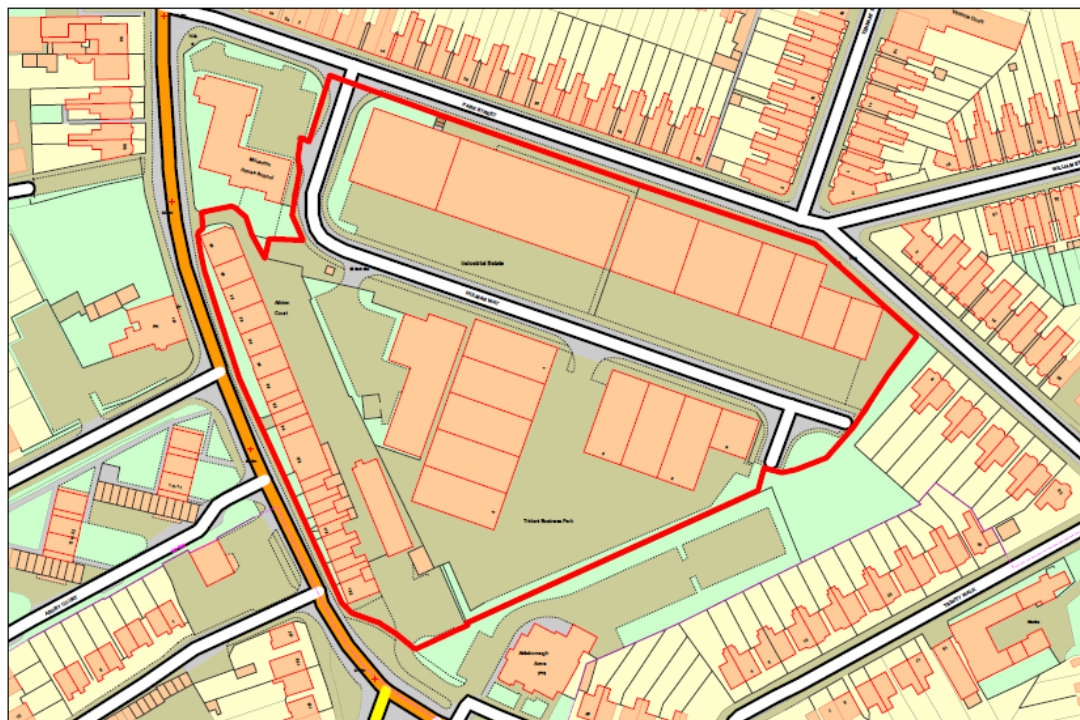
The two estates can be merged into one because they are contiguous to one another. **New site area amounts to 2.34 ha**, previously site areas amounted to 1.38ha and 0.96ha collectively.

ELR 2014 Boundaries:





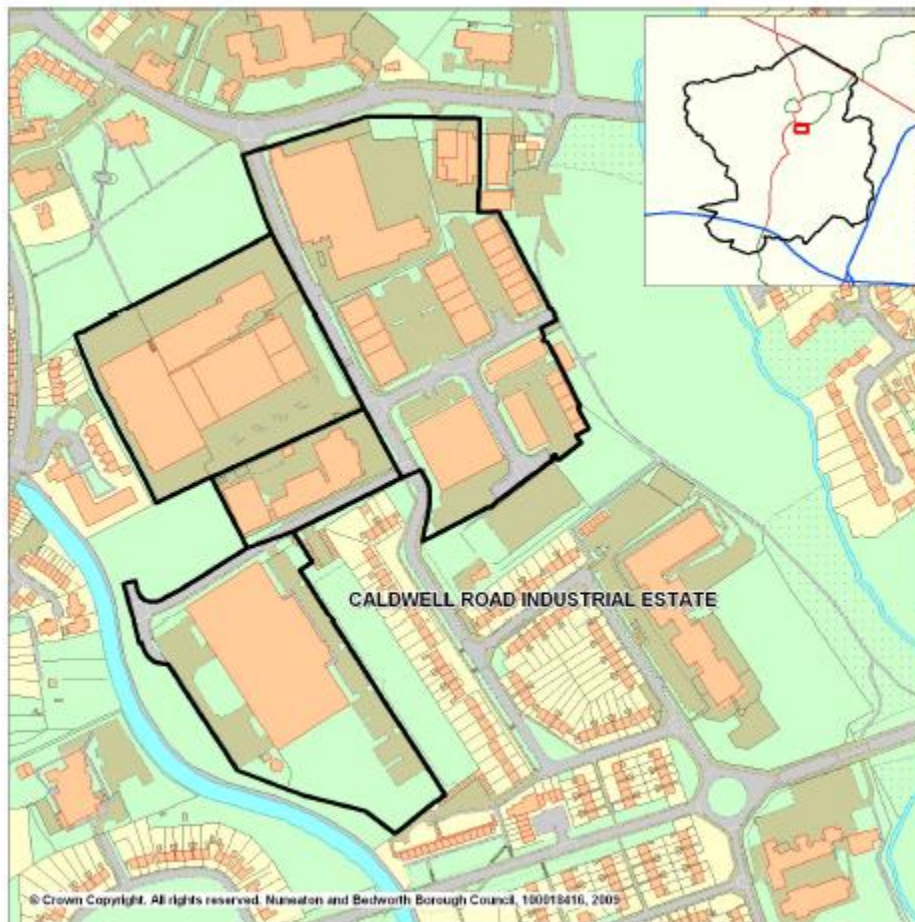
ELR 2014 Boundary:



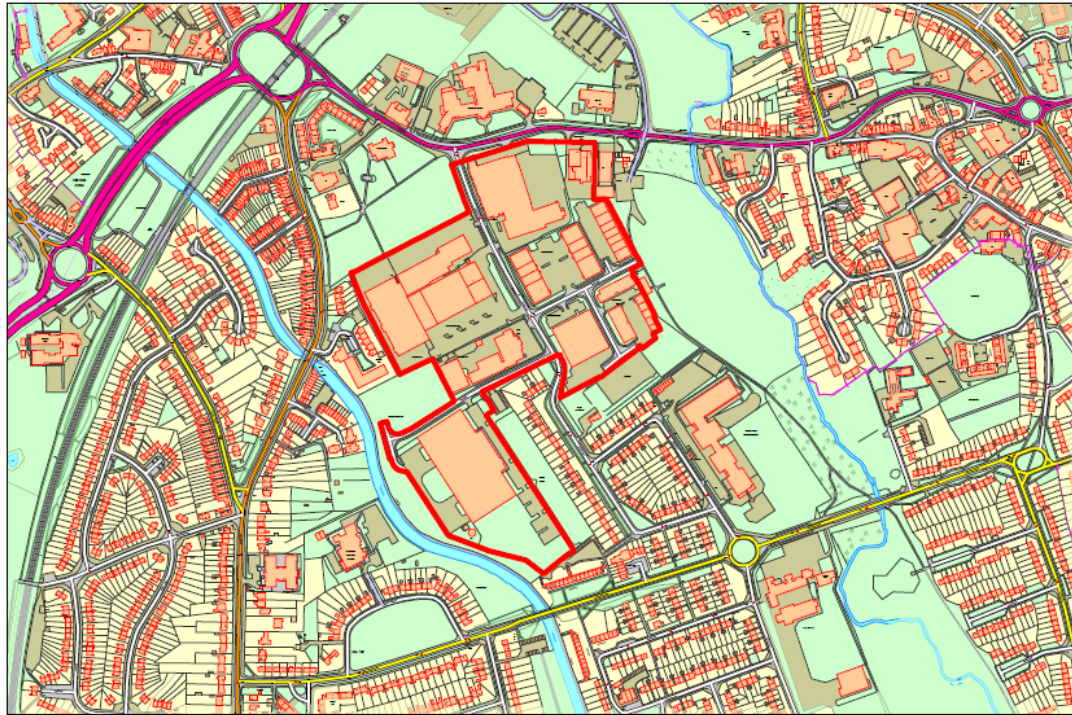
E15-18 (ED8) – Caldwell Road Industrial Estate

Centre portion of industrial estate located on Triton Road should be included as it has industrial buildings on it. **New site area amounts to 10.71 ha**, previously site areas amounted to 4.77ha, 2.52ha, 0.80ha and 2.66ha collectively.

ELR 2010 Boundary:



ELR 2014 Boundary:



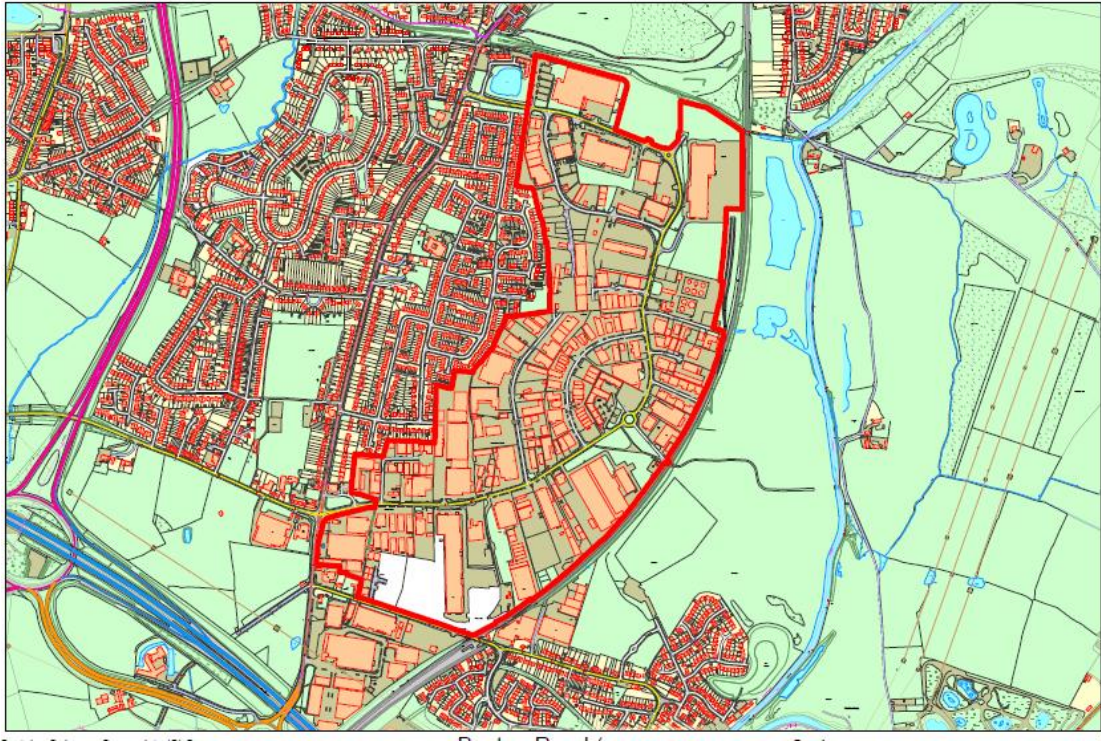
E20 & 21 (ED10) – Bayton Road Industrial Estate 1

Bayton Road site can be amalgamated into one, instead of two sites, which are currently split horizontally through the middle. Also, north-west wedge can be extended out further to the west to finish at rear of the housing area as this is also being used for industrial purposes. Additionally, the anomalous wedge in the northern portion can also be included as it is part of the site. **New site area amounts to 72.33 ha**, previously site sizes amounted to 23.86ha and 46.44ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



E30 & E32 (ED16)– Bermuda Industrial Estate 1 & St. George's

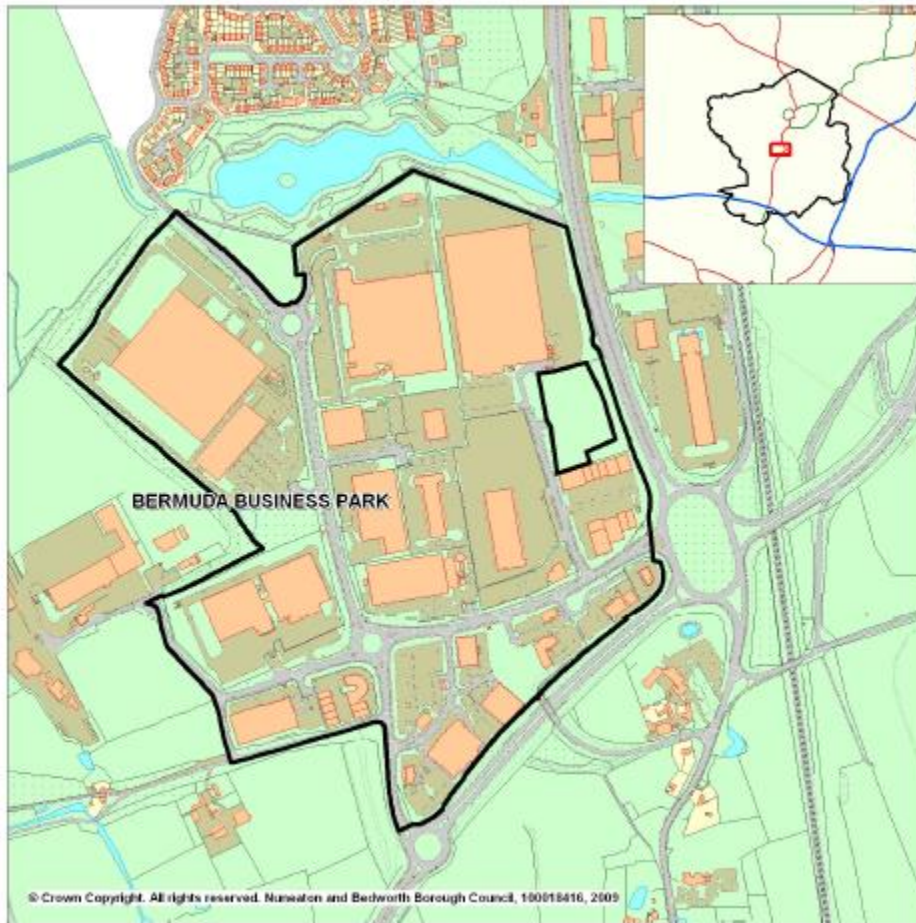
The site boundary should be extended to include the industrial estate to the west of the site. Additionally the thin strip of land west of the site in the centre should be removed as it is Greenfield.

Parts of this suggested extension is classed as Griff Clara Estate, and has outline planning permission for B1, B2 and B8 uses (this was stated by Ian Smith from Smiths Gore, but needs to be checked). Despite the different name of the site, it is so intertwined with Bermuda Industrial Estate that it is quite indistinguishable, as well as the fact that it is two separate pieces of lands, with Bermuda Industrial Park cutting in between.

Also, include St. George's site, as it is already classed as part of Bermuda Industrial Estate.

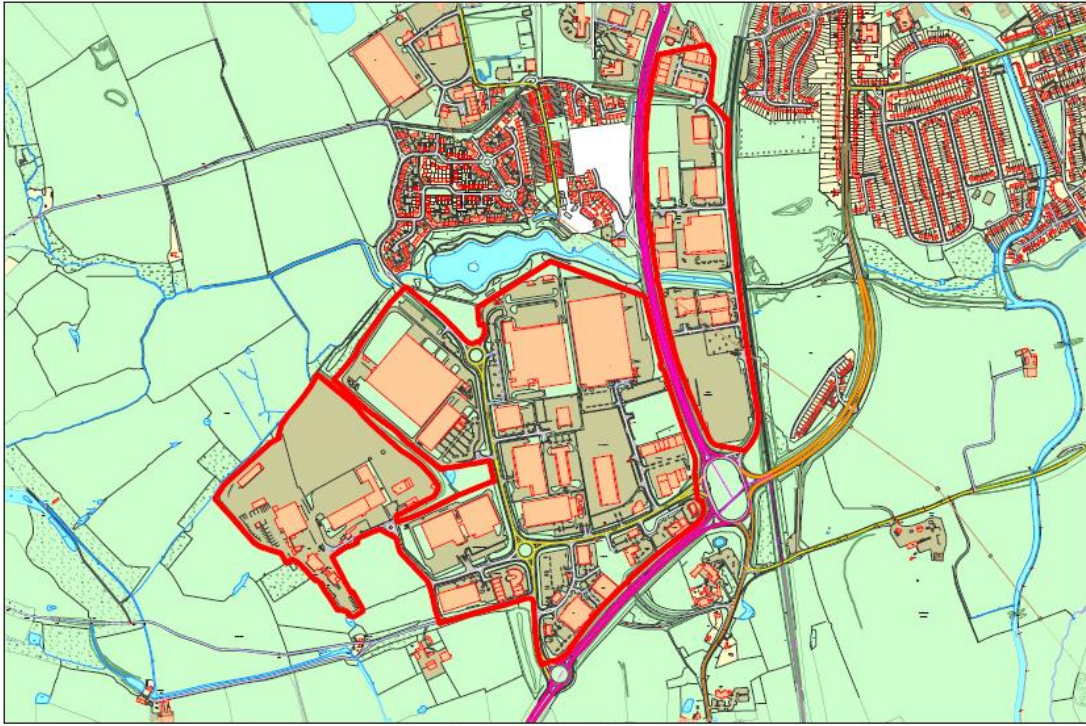
New site area amounts to 88.22 ha, previously site sizes amounted 53.51ha and 18.01ha.

ELR 2010 Boundary:





ELR 2014 Boundary:



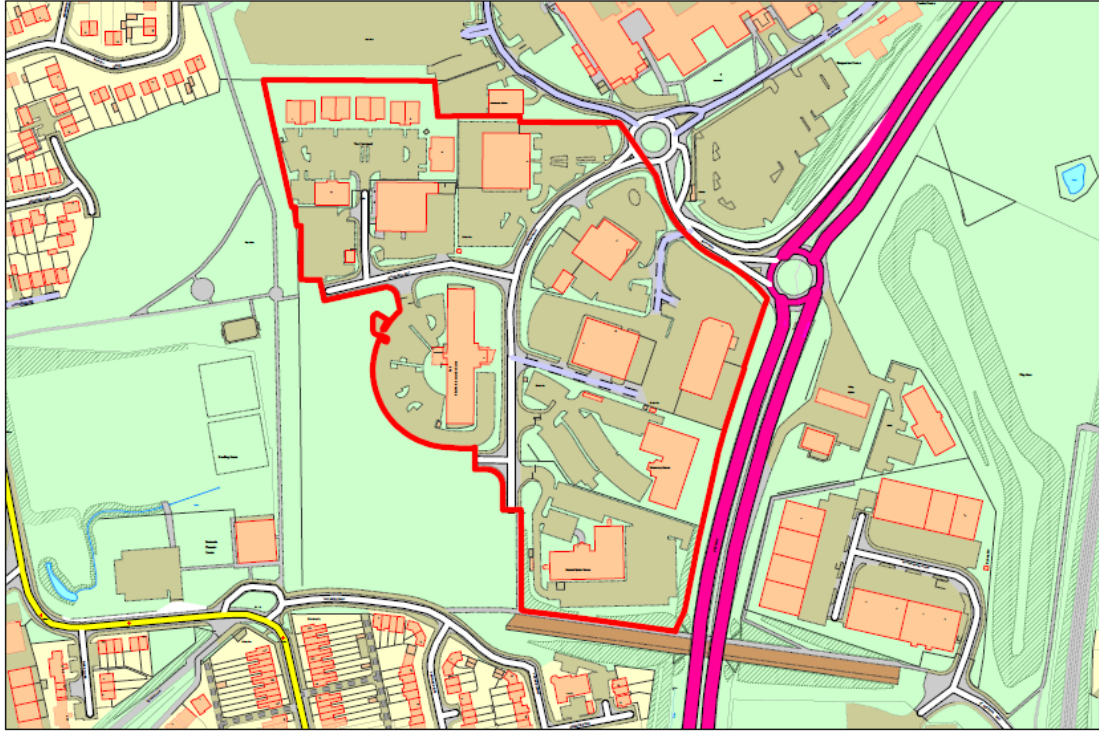
E31 (ED17)– Eliot Park

The area to the south-east of site needs to be included in the boundary, as it has been developed and looks to be serving a similar function to the surrounding buildings in the designated area. **New site area amounts to 6.18 ha**, previously site size amounted to 5.17.

ELR 2010 Boundary:



ELR 2014 Boundary:



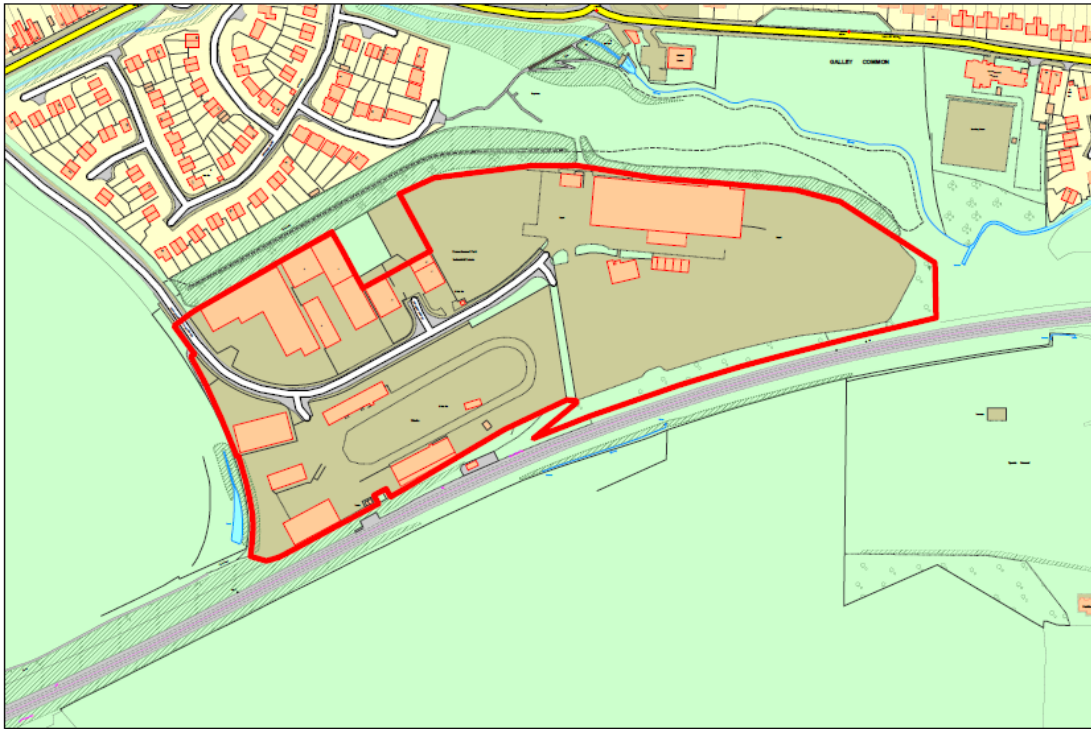
E35 (ED19) - Haunchwood

The rectangular section to the north-west of the site needs to be expanded, as the area is just scrub land, and not used for an industrial purpose. **New site area amounts to 6 ha**, previously site sizes amounted to 6.09ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



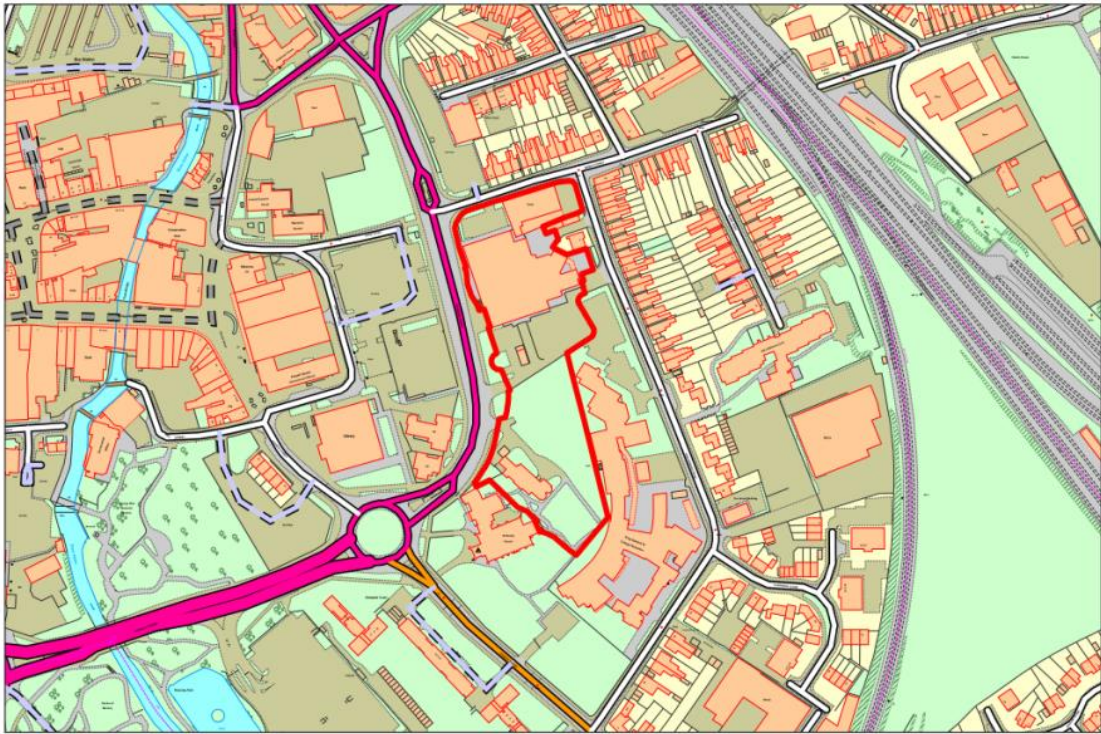
E37 (ED20) – Justice Centre

Land in the centre of the site can be included in the boundary, as it includes car parking and external storage facilities. **New site area amounts to 1.25 ha**, previously site size amounted to 0.97 ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



E42 (ED22) – Ashbrook Court

Land to the south east of the site needs to be removed as it forms part of the Green Belt. **New site area amounts to 1.87 ha**, previously the site amounted to 1.96 ha.

ELR 2010 Boundary:



ELR 2014 Boundary:



Employment Assessment methodology

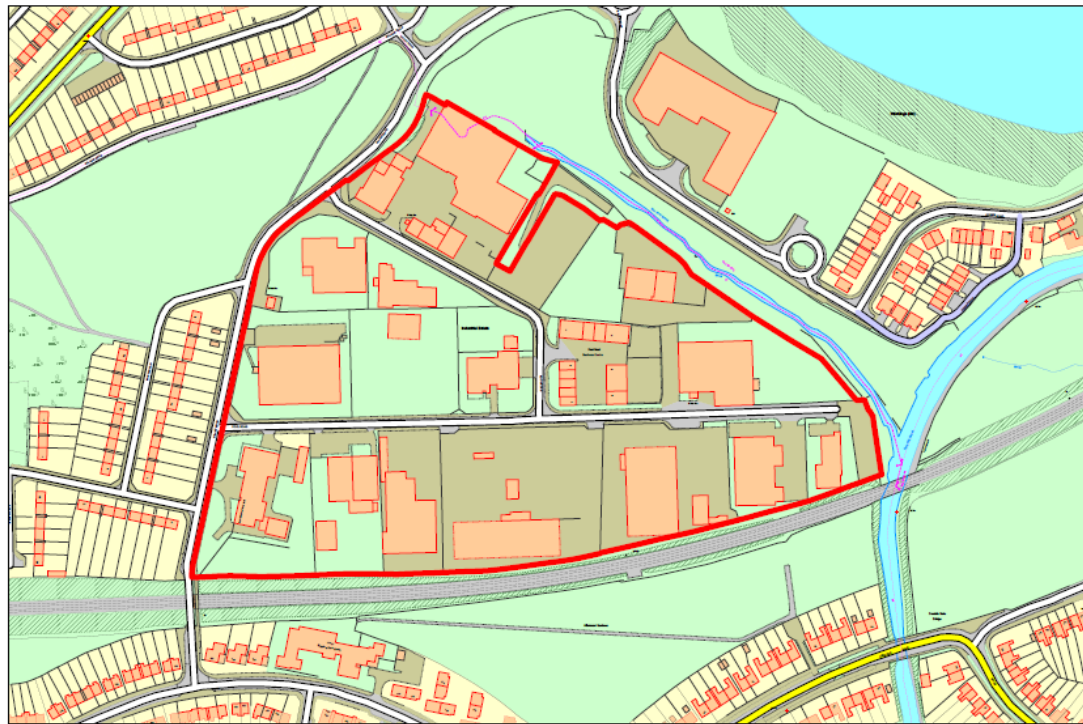
The Existing site assessment methodology (as identified in the ELR 2010) is considered fit for purpose. Consequently for consistency purposes, this methodology is maintained. No specific concerns were raised during the Preferred Options consultation on this point. In relation to transport matters the Council, in association with Warwickshire County Council, undertook more detailed transport analysis. This analysis has been undertaken by transport planners. This is entitled 'Nuneaton and Bedworth Employment Land Accessibility Review (2013).

Analysis of Existing Sites

In this section of the report, an overview of the existing employment sites within the Borough is provided. For each site a summary is given including the location and size of the site along with a synopsis of the key issues and other considerations for the site. The comparison scoring table can be found in Appendix F (Individual site assessment are located in Appendix G).

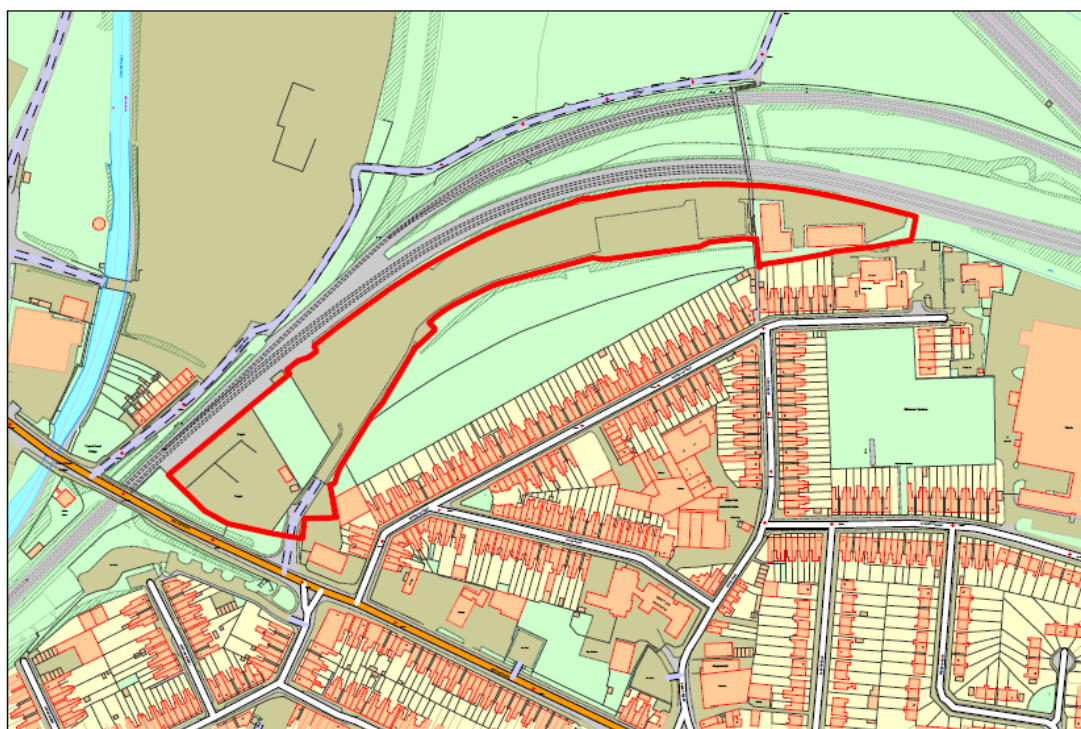
E1&2– Pool Road

Figure 12 – Pool Road



The Pool Road industrial estate is located to the north west of Nuneaton. The site is 8.12 hectares. The conditions of the units vary across the estate with some units in a better state than others. The Pool Road Business Centre which sits in the middle of the estate is in better condition than some of the surrounding units. The overall quality of the estate is not particularly high due to litter, low maintenance around the site and a lack of structured landscaping. Due to some of the uses on the estate there is lots of open storage and waste on display, much of which is visible from the roadside. However, this is largely due to the nature of the companies which are operating on the estate and the design layout. The site is suited for smaller businesses to operate from, particularly in the business centre area. On-street parking in the area has caused access problems for some businesses in terms of access for larger vehicles and for pedestrians on the path. Low-loaders operate from at least one site on the industrial estate, and the parking could be an issue. Care needs to be taken on occasions from which direction to approach the site. Proximity of the site to traffic calming can be an issue in regard to maintenance and noise.

Figure 13 – Midland Road Network Rail Site

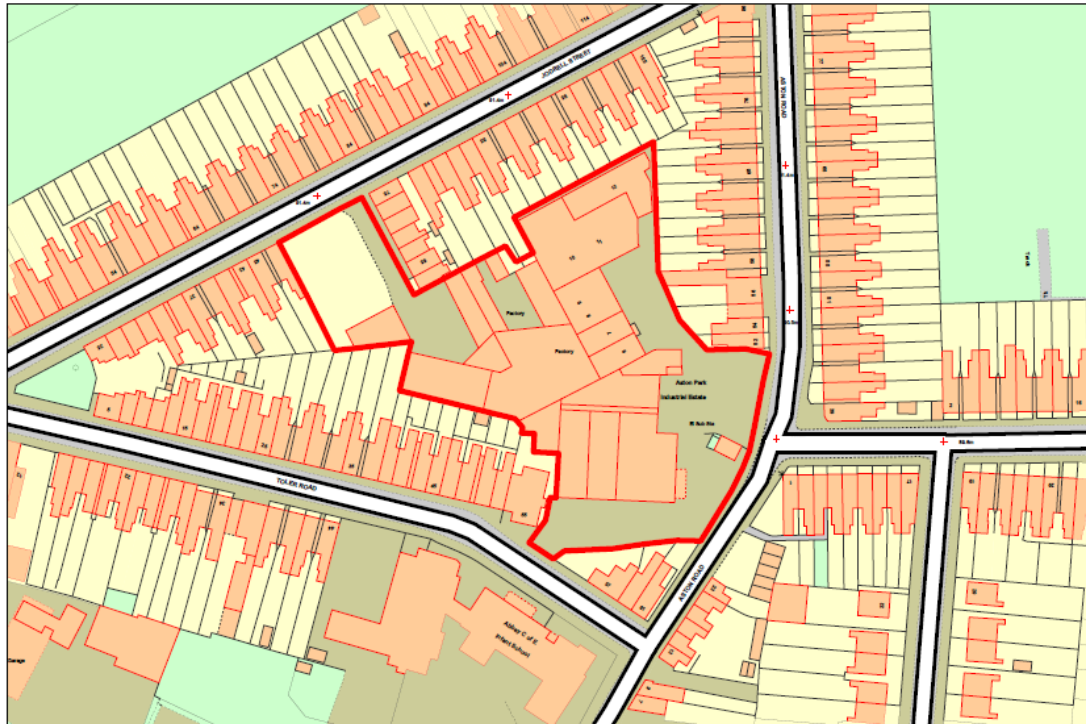


The Midland Road site is located to the north of Nuneaton. The site is 2.22 hectares. The site is of poor quality with open storage of waste materials. The quality of the site is down to the uses that are occurring on the site. The site is currently predominantly used for outside storage including a skip hire company. Available buildings are occupied but the site consists of lots of vacant land. The shape of the site and the restrictions of the railway to the north are unlikely to make the site attractive in terms of opportunities for possible future expansion. The access of the site is suitable for HGVs. However, there is no ghost island for right turns into the site from Midland Road (B4114). Midland Road is a primary route in and out of Nuneaton, and waiting vehicles can obstruct the free flow of traffic. The length of the north-western visibility splay is in accordance with guidance set out in Manual for Streets, but not Design Manual for Roads and Bridges. There are existing residential buildings adjacent to the site. It is considered that the site would be better suited for residential development rather than for employment purposes. This site currently has outline permission for 84 houses, therefore,

it is considered far more likely that residential will be taken forward rather than employment.

E4 – Aston Road Industrial Estate (removal)

Figure 14 – Aston Road Industrial Estate

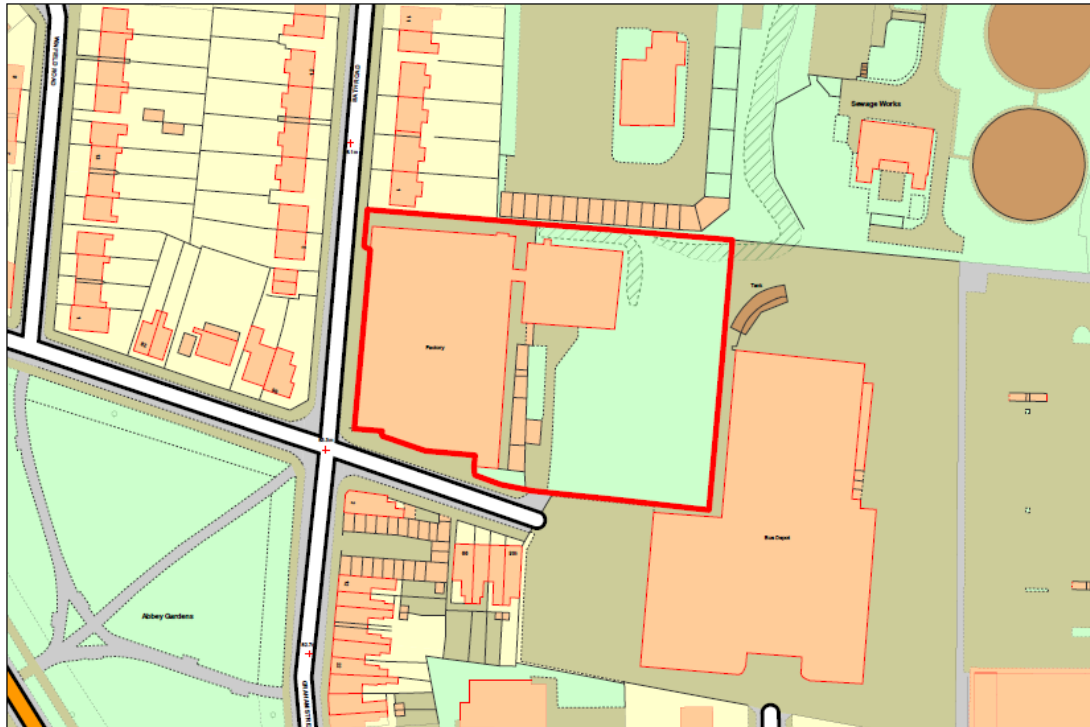


The Aston Road industrial Estate is located to the north west of Nuneaton town centre. The site is 0.58 hectares. Aston Road garage appears to be in use and operating relatively successfully. However, significant investment would be needed to improve the appearance of the site. It has a poor quality environment, much to the detriment of the surrounding housing. The site is located in a predominately residential area with the site itself sitting on the backland of terraced housing. There is little landscaping and open storage apparent around the site. Access to the site is through residential streets, with residents and employees parking on both sides of the carriageway restricting the size of vehicle able to enter. Larger vehicles have to reverse up streets and are loaded / unloaded from the carriageway. It is unlikely that any redevelopment for employment purposes is likely to take place; given the

current environment of the site and lack of access, it would be more suitable as residential development.

E5 – Bath Road industrial estate (removal)

Figure 15 – Bath Road Industrial Estate

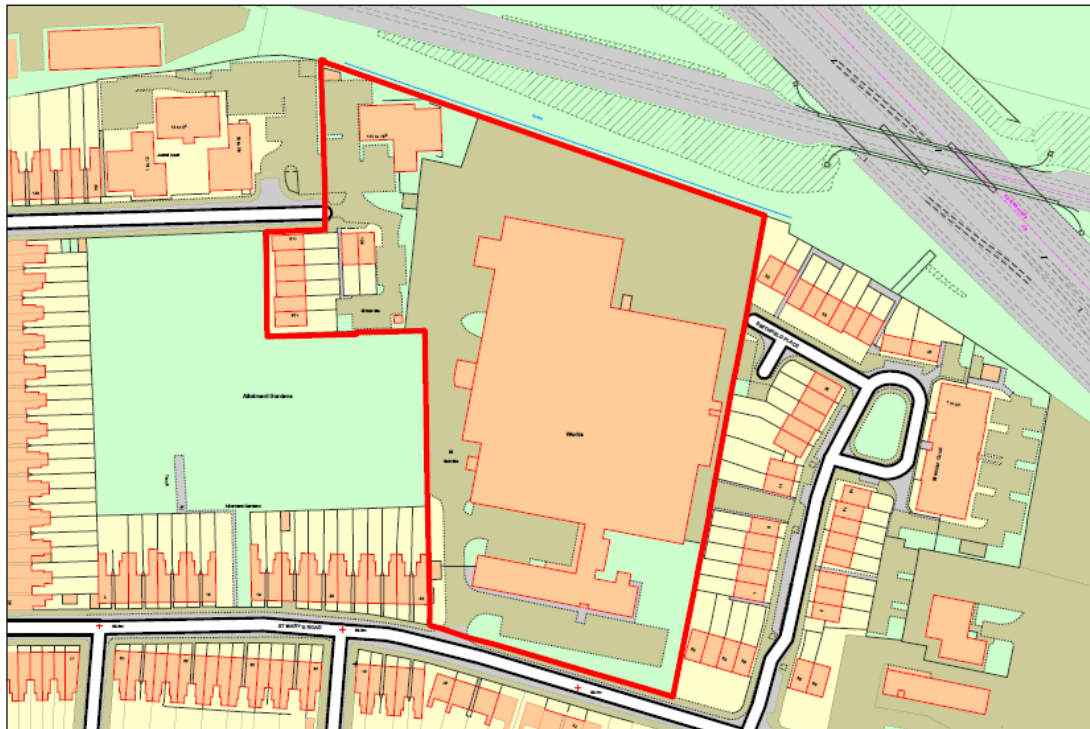


The Bath Road industrial estate is located to the north of Nuneaton town centre. The site is 0.57 hectares. The majority of the outside appearance looks tired and dated, although, part of the site which fronts Bath Road appears to have had some minor external improvements. This has helped to improve the external appearance but it fails to overcome the overall appearance of the site as a whole. Half of the site appears to be advertised as to let. Access to the site is through residential streets with residents parking on both sides of the carriageway; potentially restricting the size of vehicles able to enter site and preventing two way free flowing traffic. No issues with access to public transport. The overall market attractiveness of the site is questionable. It would be more realistic to assume that any redevelopment of the site would be for residential purposes rather than for employment,

particularly when considering the access issues, the existing surrounding uses and the town centre being in the close vicinity.

E6 – St Mary’s Road (removal)

Figure 16 – St Mary’s Road

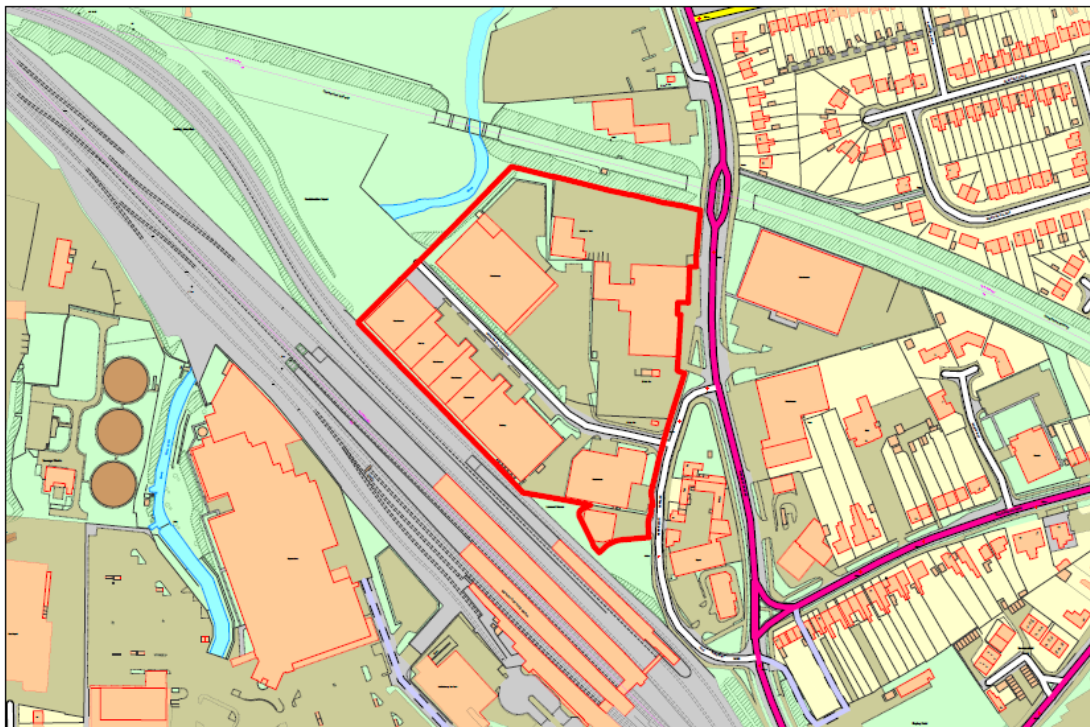


The St Mary’s Road site is located to the north of Nuneaton town centre. The site is 1.76 hectares. The main building on site is not particularly modern, but it does appear well looked after from an external perspective. There are attempts at landscaping and the external environment appears well looked after. No obvious maintenance is required and site from road is tidy. Access to the site is through narrow residential streets with parking on both sides of the carriageway preventing two way traffic flows for large sections of the route from Corporation Street (B4114). Several 90 degree turns are required along the route, which the parked vehicles can restrict the size of vehicle able to carry out the turns. Access to public transport is just about within walking distance. Although, the owners of the site have kept the site in a reasonable condition for the ages of the buildings, the character and nature of the area has changed over recent years. The site is now surrounded by residential

development which would restrict the redevelopment of the site for employment purposes. The location of the site to the town centre and the cumulative effect of this area of Nuneaton becoming more residential, means that gradually any redevelopment opportunities are more likely to be residential than employment.

E7 – Weddington Terrace

Figure 17 – Weddington Terrace

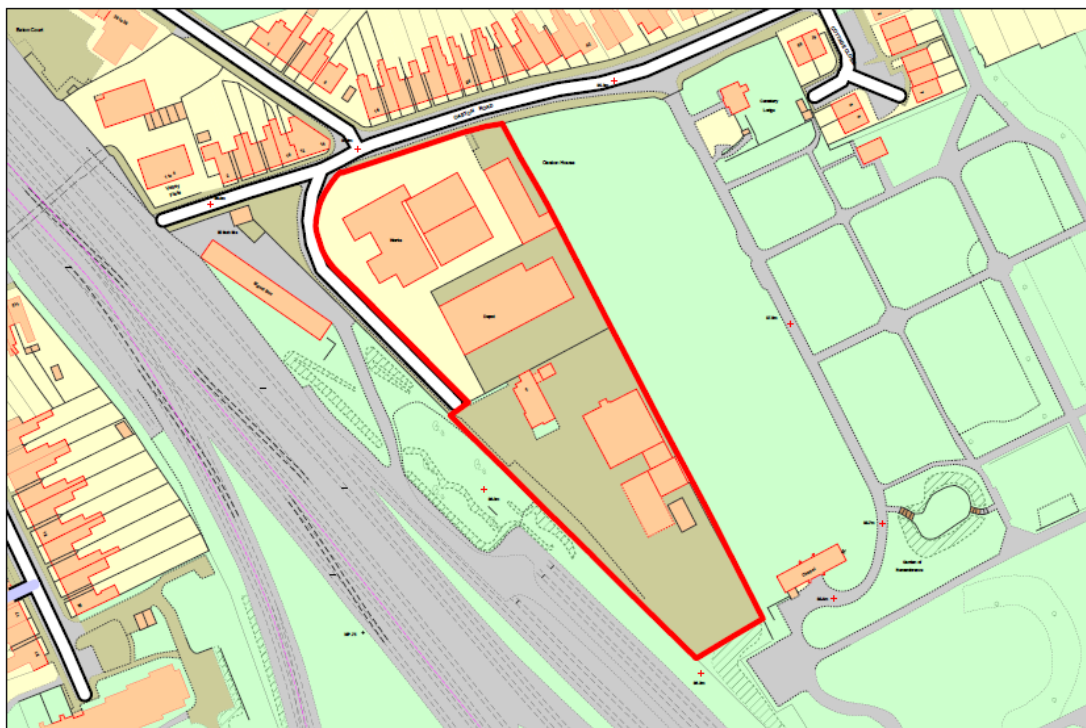


The Weddington Terrace site is located to the east of Nuneaton. The site is 3.03 hectares. There are some signs of a lack of maintenance, such as and poorly maintained shrubs. Some of the units are in need of investment to raise the quality of the external environment. A number of properties on site are currently to let. The site is a well established estate, but currently has a few vacancies, possibly due to the lack of quality in the external environment. Some of the uses in the area are not industrial in nature for example a hair studio and a dance studio. Parked vehicles around the access to the site can restrict the size of vehicles able to enter the site. Historically not all of the parked vehicles in the area are associated with the industrial estate. The area

is used to park for access to the town and the railway station. Further Traffic Regulation Orders may be required to prevent parked vehicles from obstructing the access. If the access issues were resolved this would be a more attractive environment for business users. The site scores badly on external environment. The buildings were built circa 1980s, therefore, they can still be considered relatively modern in terms of design, but they lack the maintenance to keep them in a good condition. Investment could help improve the external environment and the overall quality of the estate. If the whole site was redeveloped it would offer an attractive location for employment purposes due to its location to the railway station and to the main roads of Nuneaton.

E8 – Oaston Road

Figure 18 – Oaston Road

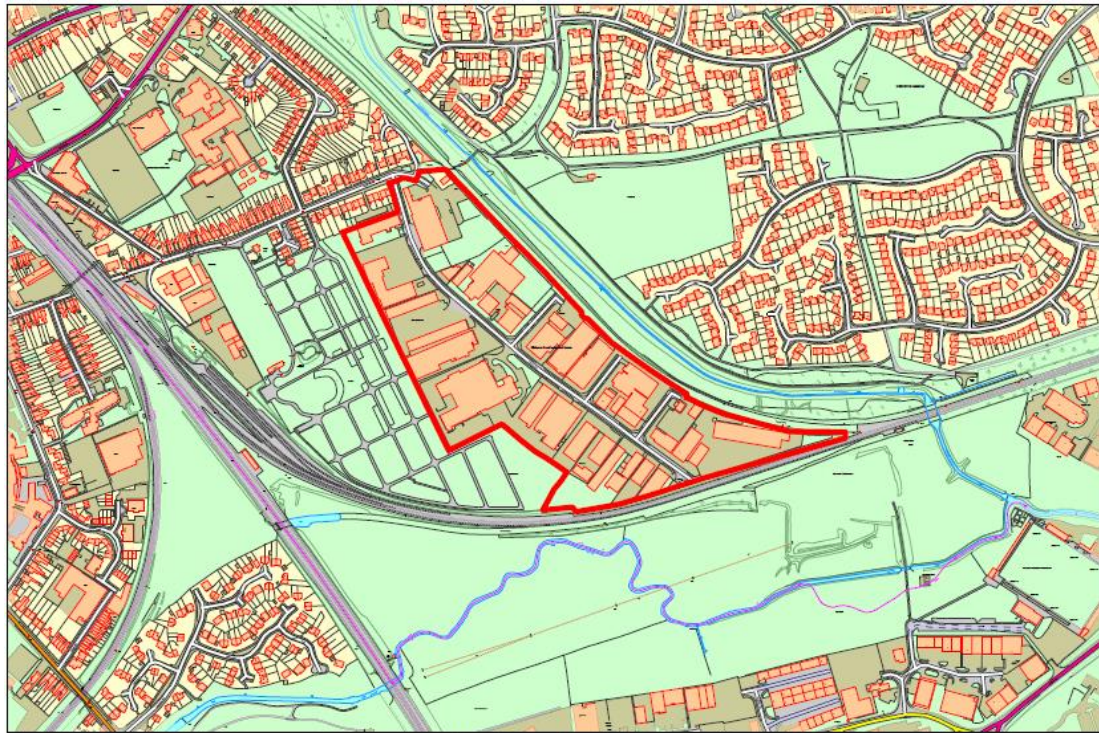


The Oaston Road site is located to the east of Nuneaton town centre. The site is 0.9 hectares. There is minimal to non-existent landscaping on site. Derelict buildings to the front of the estate make the environment unattractive, particularly things such as broken glass. However, other aspects of the estate look more maintained. Parts of the site are poorly used and the existing

development on site is clearly coming towards the end of its economic life. Redevelopment is a must for parts of this site and it could work for small scale employment, or possibly as residential use. Given the surrounding uses, railway lines to the west, industrial and cemetery to the east and residential elsewhere, there are pros and cons for the various uses that could work on the site. The value of the land for employment uses versus the cost of redevelopment for residential use would need to be considered. A mix of uses may be a possibility for redevelopment purposes, although the shape of the site may mean this is not realistically feasible. The site can be accessed via a one-way system through St. Nicolas Road, but Trent Road is the most direct route to the site from strategic network. Access to the site is through a residential area with parking on the carriageway, which can obstruct free flowing traffic. Although a score of 5 has been given, however there are some issues that require highlighting. Trent Road is used for by all vehicles egressing St Nicolas Road and Whitacre Road Industrial Estate, and provides access to Etone College and residential flats. Consequently free flowing traffic is not always possible. Access to public transport is just within walking distance. This site will need to be closely monitored to assess how it is performing as an employment site as it is borderline whether it should continue as an employment site.

E9 – Whitacre Road

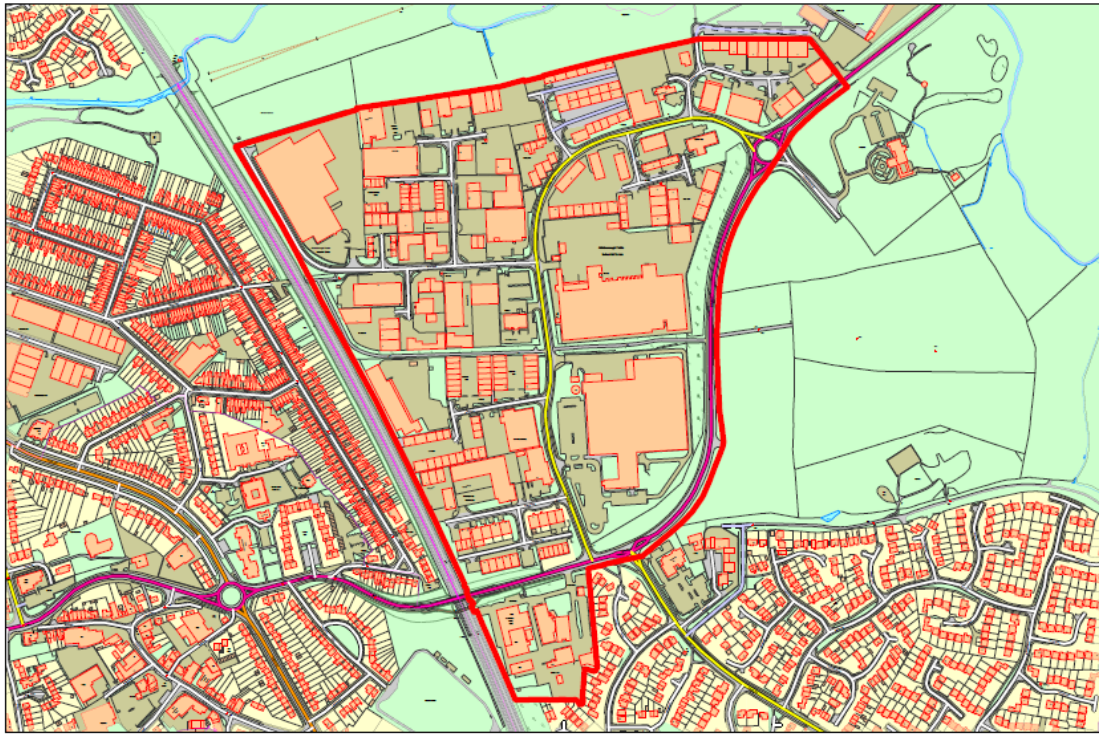
Figure 19 – Whitacre Road



The Whitacre Road site is located to the east of Nuneaton town centre. The site is 9.39 hectares. A few of the units are of good quality, but they are largely of adequate quality. There are few landscaped areas around the site and the roads are in satisfactory condition. However, parts of the paths need some maintenance e.g. cracks /weeds. Majority of the units appear in use. The most direct access to the site is via a one-way system through St. Nicolas Road and Trent Road. Access to the site is through a residential area with parking on the carriageway obstructing free flowing traffic along Oaston Road and Whitacre Road. On-street parking can also cause issues with vehicles turning. Access to public transport can be considered too far away, with the nearest bus stop over 550 metres from the nearest point from the estate. The furthest point is over a kilometre away from the nearest bus stop.

E10 – Attleborough Fields Industrial Estate

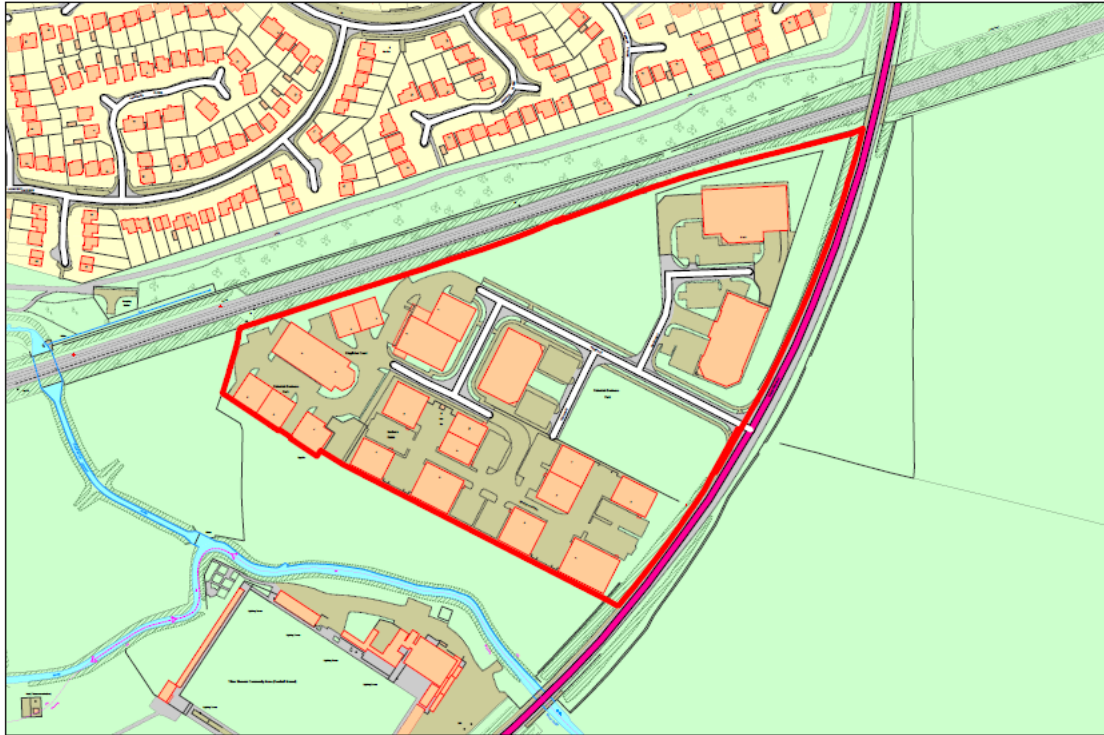
Figure 20 – Attleborough Fields Industrial Estate



The Attleborough Fields estate is located towards the east of Nuneaton, off the eastern relief road. The site is 31.66 hectares. Generally the estate is well maintained and well presented, although this does vary across the estate. Some areas are much better than others. Overall the environment of the estate can be considered adequate. The estate can be considered an established location for employment purposes, which is largely thanks to it's the ease at which you can access the larger road network from this site. A bus service is shown serving Townsend Drive on COMPASS. The available on-line bus route map does not include Townsend Drive. The nearest route is the number 7, which runs along Eastboro Way (A4254). The bus stop can be over 800 metres away from some of the units on the site, which could be considered too far to reasonably access by foot.

E11 – Hemdale Business Park

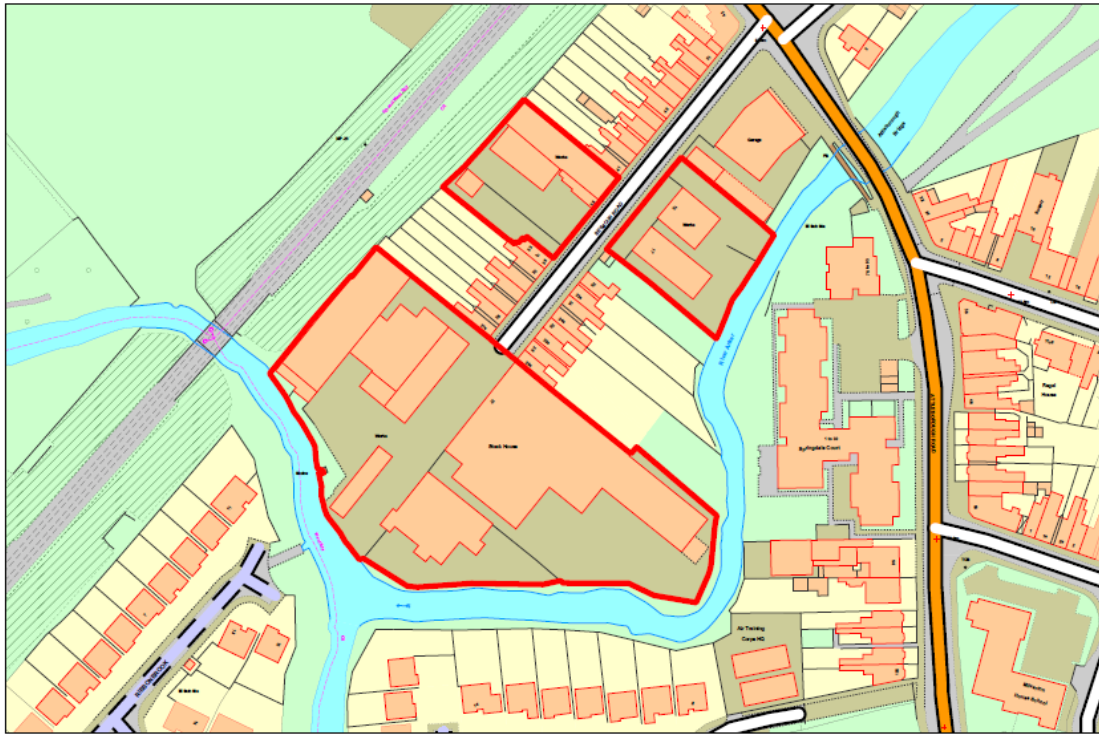
Figure 21 – Hemdale Business Park



The Hemdale business park is located on the east side of Nuneaton off the eastern relief road. The site is 5.06 hectares. The external environment is adequate. The overall attractiveness is let down by vacant sites. The roads on the site have not been adopted yet, which does help to explain its unfinished appearance. Although the bellmouth has been constructed to allow large vehicles to access the site, and a ghost island has been formed on Eastboro Way, the road surface has not been completed yet. The carriageway appears to have been constructed to binder level only, resulting in a difference in levels around the junction. The nearest bus stop is over 500 metres away in Camborne Drive (D1878) on the Horeston Grange Estate, and some of the units are over 800 metres away, which can be considered too far away to be practical.

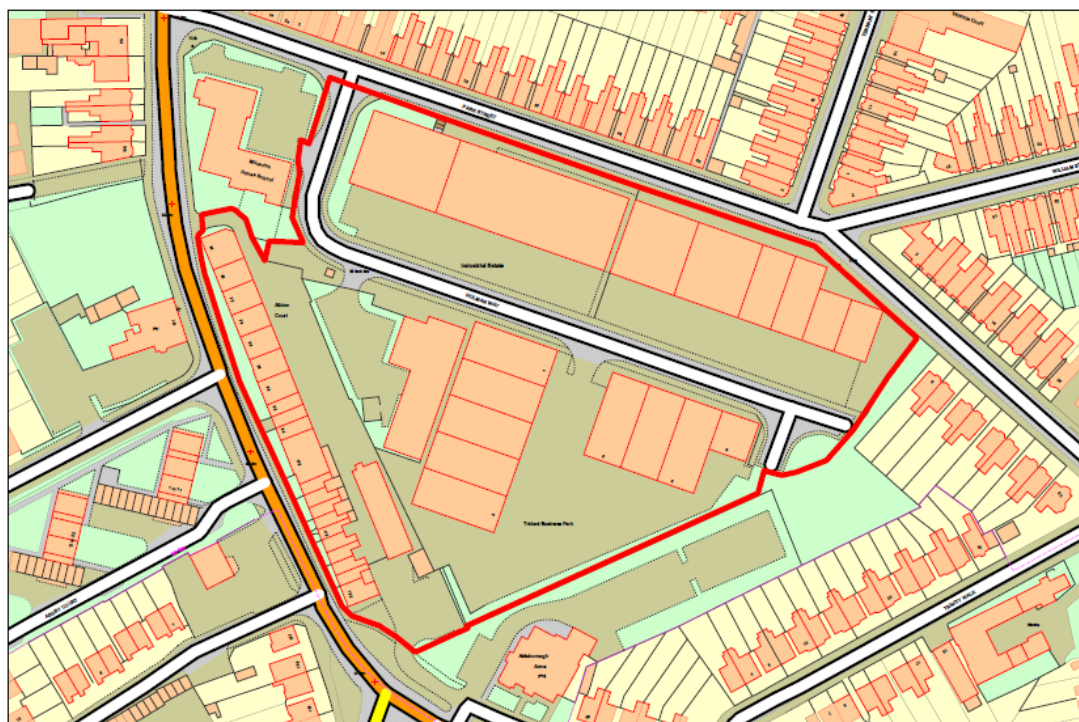
E12 – Seymour Road (removal)

Figure 22 – Seymour Road



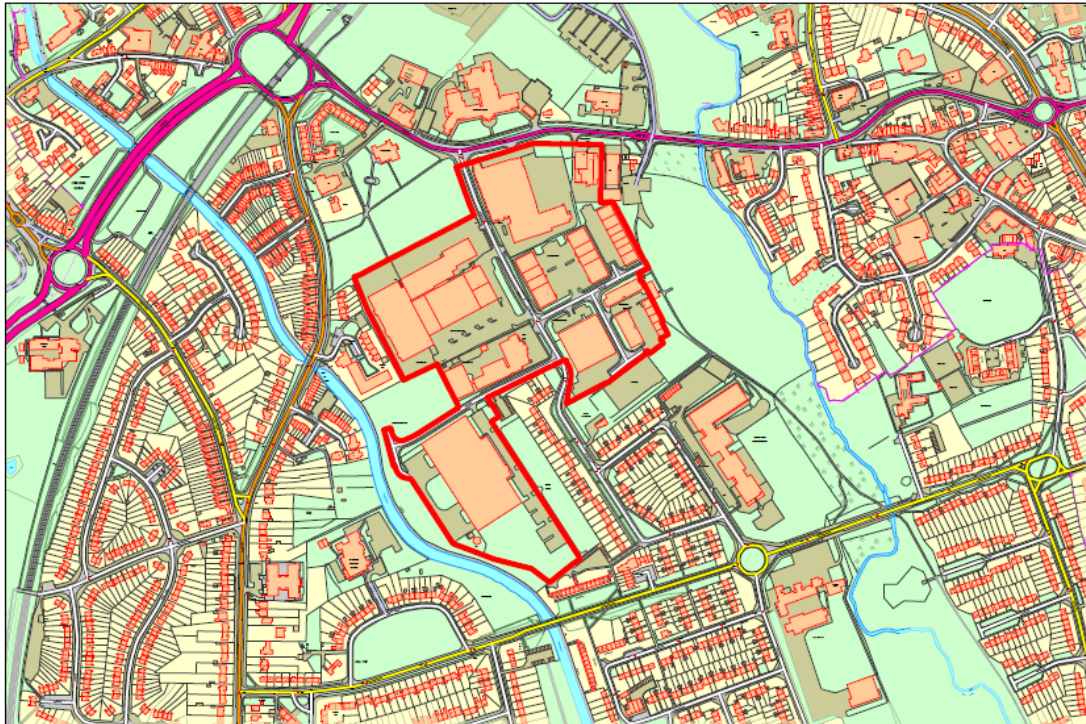
The Seymour Road site is located south east of Nuneaton town centre. The site is 1.11 hectares. The surrounding uses to the site are largely residential with a few takeaways and shops also in the local area. Seymour Road is a mixture of residential and employment. There is no off-street parking for the residential properties which does create some issues in terms of access. The access to Seymour Road is from Attleborough Road (B4114). The junction has not been designed to accommodate regular movements by large vehicles. Yellow lining has been laid to protect the junction from obstructing parked vehicles, but even with that the distance from the junction to where vehicles can park does not allow a large vehicle to wait at the junction without obstructing the carriageway. In addition, the parked vehicles within Seymour Road obstruct two way free flowing traffic and can prevent access by large vehicles to some of the sites. Access to public transport is within the recommended parameters. Given the surrounding uses to the site and the issues with accessibility residential development would be more appropriate on this site, subject to there be no issues in relation to flooding from the River Anker.

Figure 23 – Trident Business Park



The Trident Business Park is located to the south east of Nuneaton town centre. The site is 2.34 hectares. There is landscaping to the outer edge of the estate to shield it from the surrounding residential development. However, this appears overgrown and neglected, rather than intended greenery for the public realm. There are signs of graffiti around some of the external walls which does not help the overall quality of the environment. The part of the estate which fronts Attleborough Road appears tired and dated and in need of investment. Having a school near to an industrial estate is not ideal, particularly in relation to car parking. To allow large vehicles to service the site double yellow lines have had to be laid along Attleborough Road (B4114), Park Street (D1732) and Holman Way (D1916) to protect the junctions. Large vehicles have to use both sides of the carriageway to manoeuvre in and out of the site, so the site is not suitable for regular movements of large vehicles. Parked vehicles on the carriageway in Park Street also affect vehicle movements, preventing two way free flowing traffic.

Figure 24 – Caldwell and Shepperton Estate



The Caldwell and Shepperton estates are located south of Nuneaton town centre. The site is 10.71 hectares. There are different styles of unit across the estate, which have varying degrees of quality. Generally the estate as a whole is average quality, though there are pockets of better and worse quality environments. Newer units located on Caldwell Road are aimed at smaller businesses. The site is in close proximity to the strategic highway network which is a big advantage for the estate. Access for large vehicles is not an issue. Although there is a national business presence on the estate generally the estate is more attractive to smaller businesses and start up companies. The existing units on Caldwell Road are prime examples of how this area could be redeveloped. There are buildings which are coming to the end of their economic lifecycle and it is these areas which should be invested in order to raise the profile of the estate. There is also potential to expand into the vacant land west of the estate off Triton Road.

Figure 25 – Marston Hall Industrial Estate

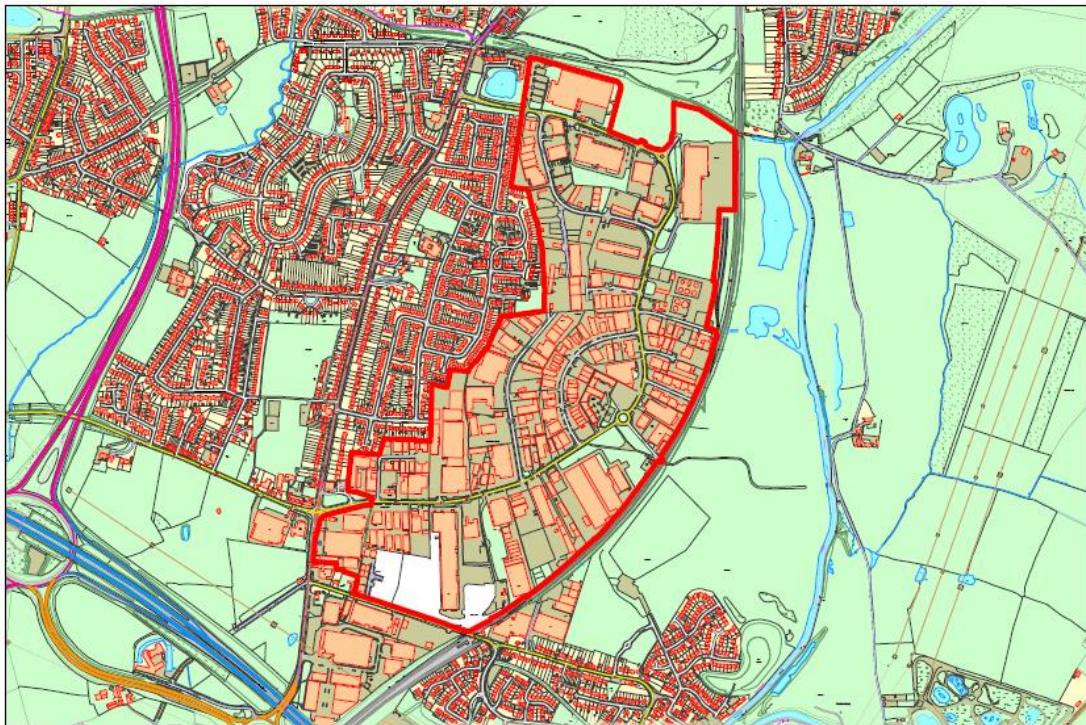


The Marston Hall estate is located south east of Nuneaton and north east of Bedworth. The site is 2.56 hectares. The units are modern and of reasonable quality, but the estate has older style characteristics such as no allocated parking. Roads are in poor unfinished condition, there is a lack of landscaping, and it is not an attractive environment. The site location can be considered as remote. The site is accessed from Marston Lane (D1498). There are no footways fronting the site, no street lighting and overgrown verges. Access other than by vehicle is prohibitive. Access by large vehicles is also restricted. To the West the bridge of the canal has a weight limit of 10 tonnes, and to the East the bridge of the carriageway restricts the height of vehicles to below 12 feet. The access may not be considered suitable for the purpose intended. Visibility splays are not in accordance with the speed limit of 60mph, but the speeds could be lower. However, hedges and verge obstruct the splays also, which may be out of the site owner's control. Also, the access is surfaced with a bound material for a distance of approximately 16 metres. Material is being transferred and run-off is occurring, which is a maintenance issue, but also hinders vehicle braking and acceleration. There is no available public

transport within reasonable walking distance of the site. The units available are designed for smaller businesses. The reliance on the car to access this site is an issue, but it does appear to be operating well. How employees can get to the site without a car is a major issue for the site. The estate suffers from being unfinished, particularly in relation to the quality of the road surface and the external environment.

E20 & E21 – Bayton Road Industrial Estate

Figure 26 – Bayton Road Industrial Estate

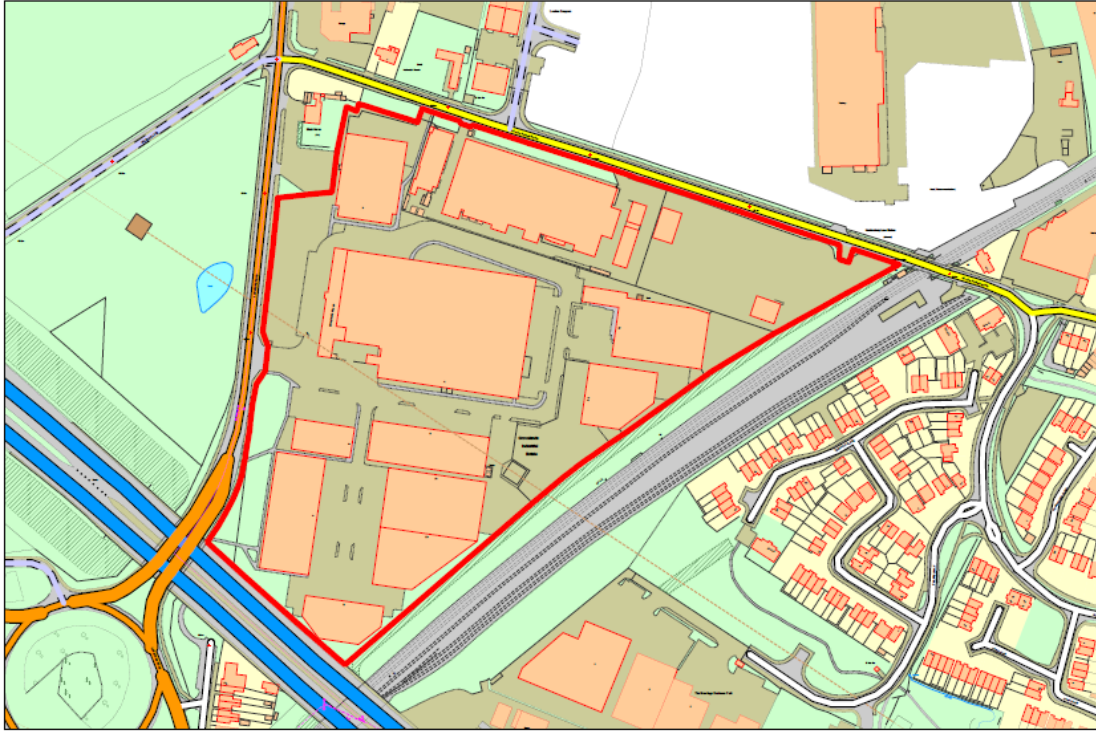


The Bayton Road industrial estate is located in the southern part of Bedworth. The site is 72.23 hectares. This estate is the largest in the borough and is a well established area for industrial activity. There are a mixture of units across the site, differing in size and appearance and with varying degrees of quality. The north side of the industrial estate is in better condition scores vary from 2-4. The majority of the site is focused towards industrial uses rather than landscaping and public realm. However, The Loades Ecoparc is a recent addition to the Bayton Road landscape. It is located to the south of the estate. To date, only phase one has been developed, which consists of a three

buildings incorporating multiple units. The site has been specified to be a 'very good' BREEAM rating and incorporates a number of sustainable technologies in its design such as solar panels. The site is in excellent condition and well maintained. Access for the phase one element is gained from Blackhorse Road, however, the current site plans show this will eventually link up to Bayton Road. This new development in the estate is generally in contrast to the rest of the Bayton Road estate, where businesses are concentrated together in a heavy industrial environment. This is good for the profile of the estate in terms of supply chain manufacturing, but it does cause issues to the overall quality of the environment. This is particularly apparent in the condition of the roads, pavements and the overall atmosphere of the estate. Although the site does have national companies based there, its ability to attract new companies at a larger scale may be questionable. That said the estate as a whole does have a prominence in the area due to its size and ease of access to the M6 motorway. The site is in close proximity to the strategic network and public transport is within easy walking distance.

E22 – Grovelands industrial estate

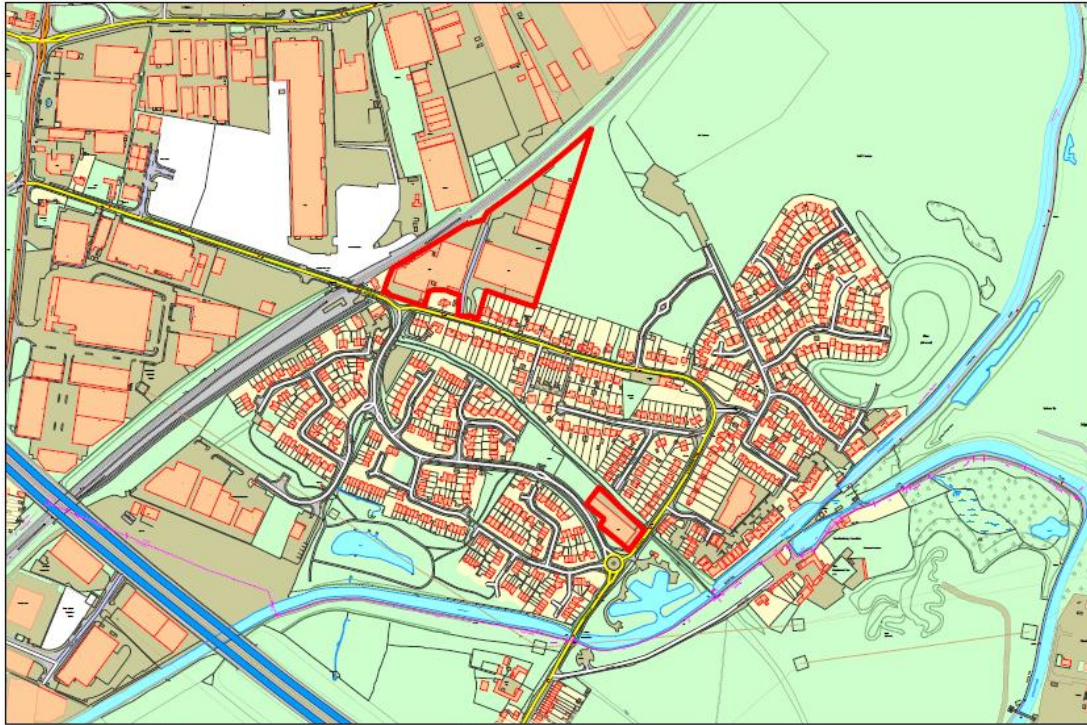
Figure 27 – Groveland Industrial estate



The Grovelands industrial estate is located in the southern part of Bedworth. The site is 7.22 hectares. The majority of the buildings are similar e.g. colour schemes and sizes. Mostly rented rather than owned. The estate appears to have undergone some refurbishments relatively recently which has improved the overall appearance. There is plenty of parking to the front of the units. Overall the majority are in satisfactory condition, and minimal maintenance required to maintain current condition. The site lacks public realm/landscaping but overall the environment is satisfactory. It does seem a popular location as units let relatively quickly. The site is in close proximity to the strategic network and public transport is within easy walking distance.

E23 – Blackhorse Road Industrial Estate (removal)

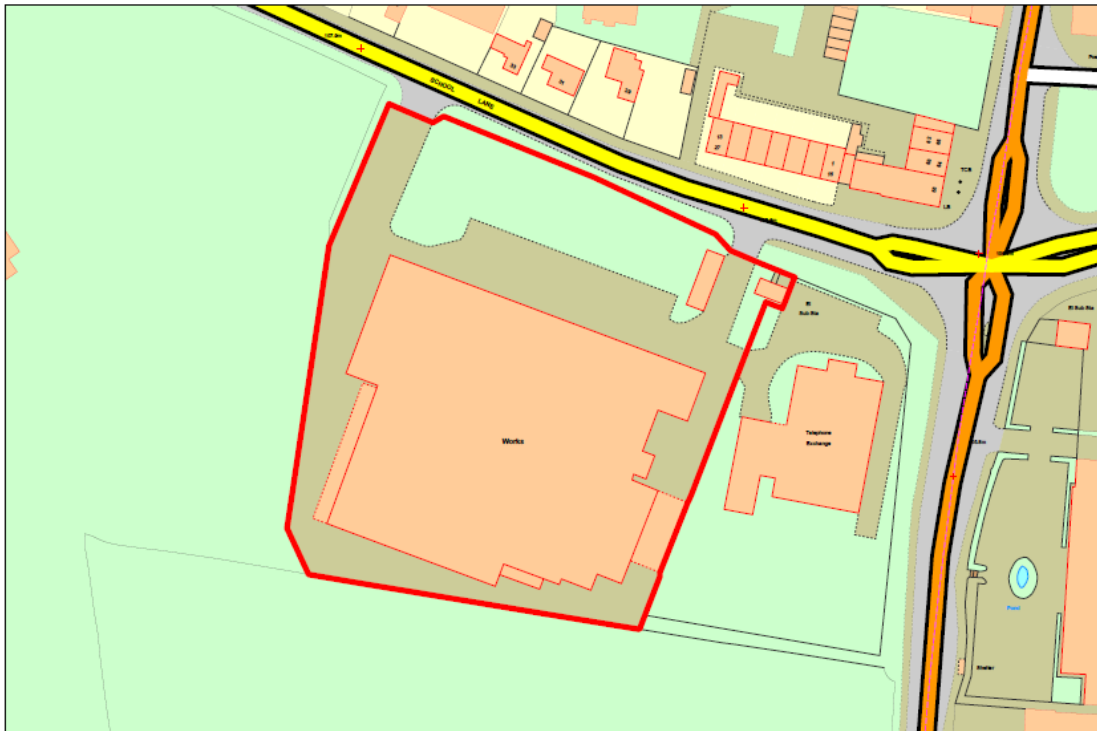
Figure 28 – Blackhorse Road Industrial Estate



The Blackhorse Road industrial estate (part 1 – 2.24ha) is located in the southern part of Bedworth, next to Hawkesbury. The units to the rear of the estate are all of similar size and nature. The unit to front of estate is different in character, mainly due to the type of industry. At the rear of the estate there is a lack of structured parking facilities, making it feel like a free for all, as HGVs are mixed together with cars. Buildings are in average to poor condition with investment needed in the near future. The buildings appear to be operating at capacity which causes parking issues. Road repairs are needed. The cramped environment is made worse by parked cars. A lack of landscaping and overgrown vegetation to site boundary along with litter and waste make a poor quality environment. The unit to the front presents a better image than the back of the estate. The main access to the site is suitable for the purpose intended. There are other accesses to the site which would not be considered suitable for access by large vehicles, but they do not need to be used. It appears they are used for car parking, rather than for deliveries. Public transport is within walking distance of the site.

E24 – School Lane

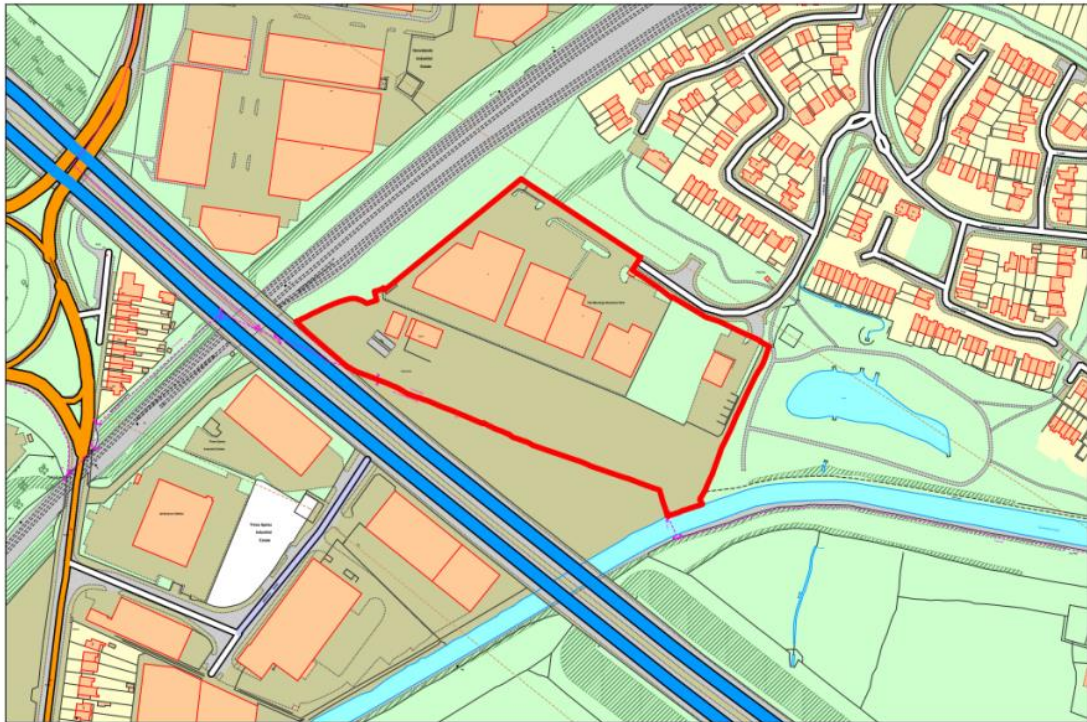
Figure 29 – School Lane



The School Lane site is located in the southern part of Bedworth to the west of Bayton Road. The site is 1.08 hectares. The site is not in particularly bad condition, but certain parts of the building appear dated. No major repairs are necessary. The site can accommodate the movements of large vehicles and the accesses have been constructed accordingly. However, the western visibility splay from the 'Goodsout' exit should be maintained better. The existing splay distance is approximately 27 metres due to the foliage, where minimum splays of 47 metres should be provided. The site is in close proximity to the strategic network and public transport is within easy walking distance.

E25 – The Moorings

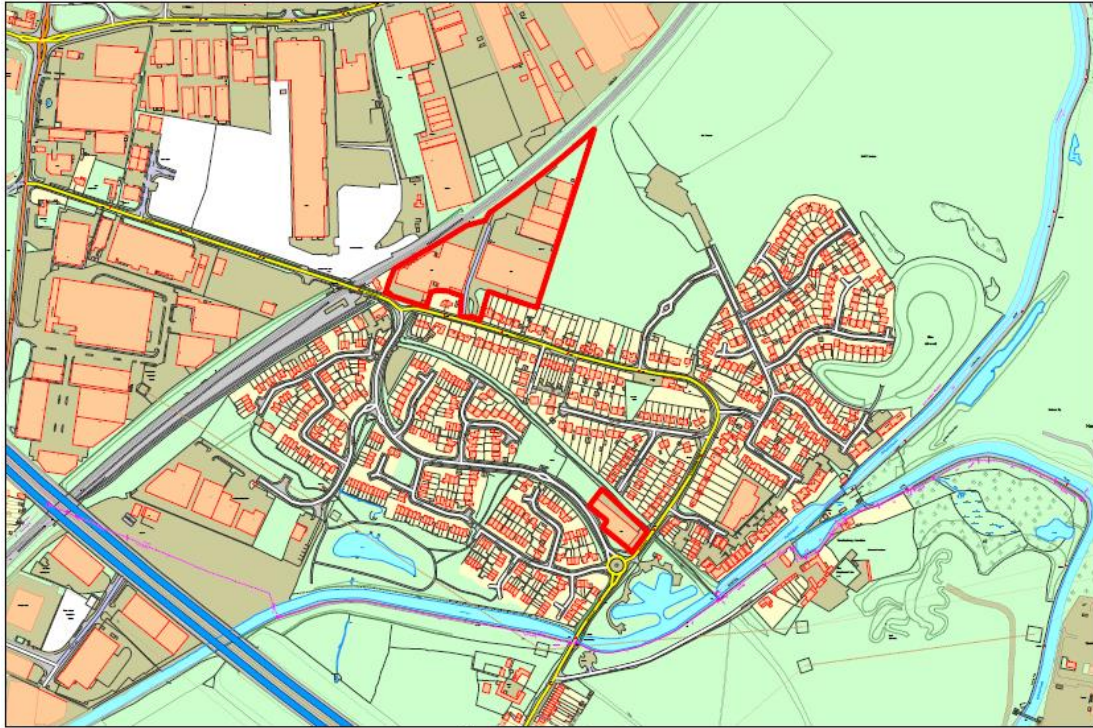
Figure 30 – The Moorings



The Moorings site is located in the southern part of Bedworth, in Hawkesbury. The site is 3.00 hectares. Although car parking is catered for on the site it has become an issue with cars parked outside of the designated site. This is likely to be due to over capacity within the site. There is not much landscaping and parking is limited. Road is tidy and no repairs are needed. In order to access the site you have to go through a residential estate. Generally an attractive environment but the location may put off businesses due to having to go through the residential area. Public transport is within walking distance of the site and the site is in close proximity to the strategic network. However, the site is accessed through a residential area and traffic calming features have been installed between the site and strategic network. As such, noise could be an issue. Note that on the Borough Plan Submission proposals map, the full extent of the site, which goes into Coventry City Council's boundary, is shown for context.

E26 – Blackhorse Road Site (removal)

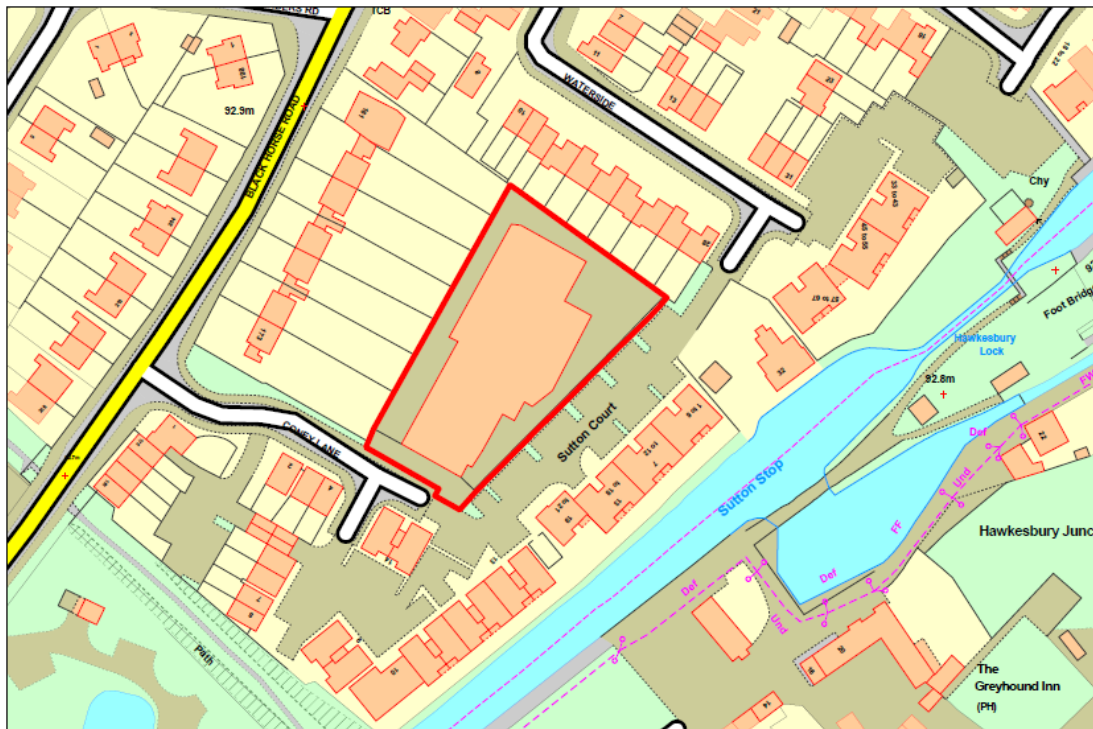
Figure 31 – Blackhorse Road Site



The Blackhorse Road site (part 2 – 0.23ha) is located in the southern part of Bedworth, in Hawkesbury. This site is on separated from the other Blackhorse road site referenced above. It does not complement the existing residential area. There is limited landscaping and it is in need of cosmetic investment. The site and vehicle access are not suitable for large vehicles to service the site. Large vehicles may have to reverse in or out of the site as there is no large turning area within the site. A large goods entrance fronts the building on the eastern elevation. The vehicular dropped kerb access fronting the goods entrance is less than 20 metres from the adjacent roundabout junction. Manoeuvring of vehicles fronting the site should be avoided without improvements to intervisibility. In addition, the footway fronting the site is used by school children. The manoeuvring of large vehicles could conflict with pedestrian movements. On the positive side, the site is in close proximity to public transport. Given the surrounding uses and the current external environment of this site, it is more likely that this site will be brought forward as residential development rather than for employment.

E27 – Hawkesbury Lock Industrial Centre (removal)

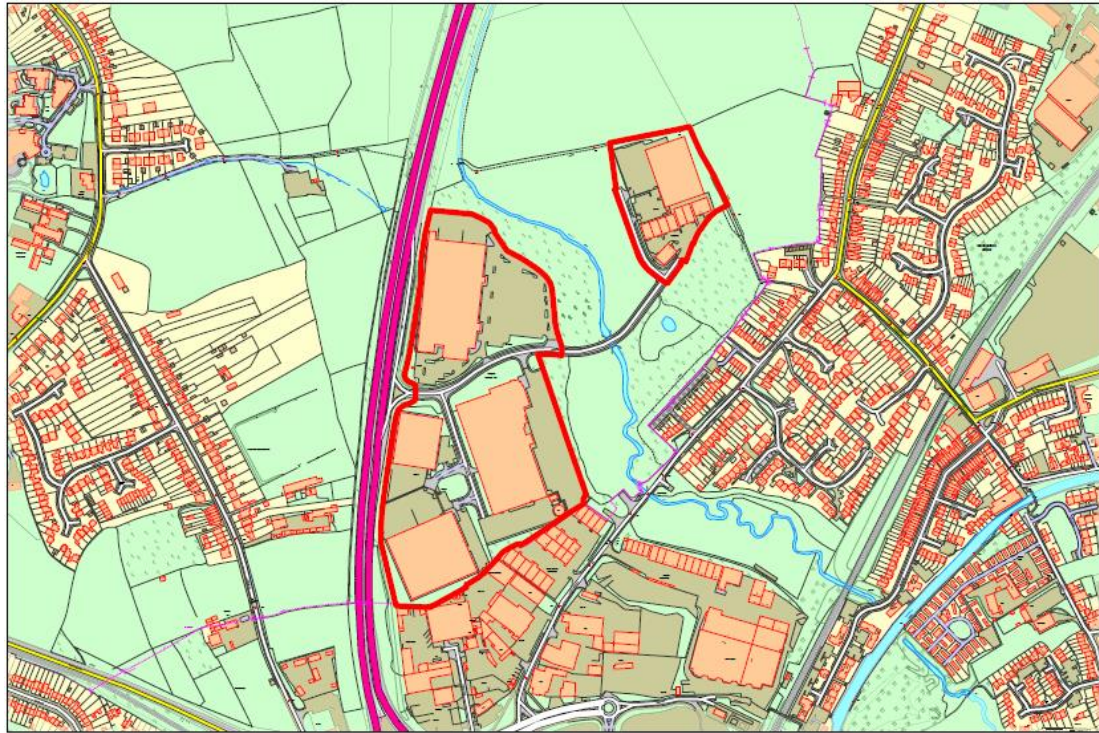
Figure 32 – Hawkesbury Lock Industrial Centre



The Hawkesbury lock site is located in the southern part of Bedworth, in Hawkesbury. The site is 0.28 hectares. The employment activities of the site are relatively well hidden as the frontage to the road is narrow. The character of the area is residential in nature with the employment site feeling out of place. The site is accessed from Coney Lane (D6778) and is shared with a residential development. Neither vehicular access to the site is suitable for large vehicles. It appears that an ‘in-and-out’ arrangement is in operation, but loading and unloading can be difficult. Witnessed during the site visit, the access width did not allow a small commercial vehicle to be tipped on both sides. There was only space for it to be tipped drivers side of the vehicle. A larger vehicle would present further problems. Parking provision is also a concern. Vehicles parked in the parking spaces fronting the site obstructed the footway. And, people visiting the site parked on the public highway obstructing pedestrian movements. Public transport is within walking distance though. In terms of redevelopment the site is more likely to come forward for residential purposes rather than employment due to issues such as lack of room for expansion and impact on neighbouring uses and lack of a suitable access route.

E28 – Gallagher Business Park

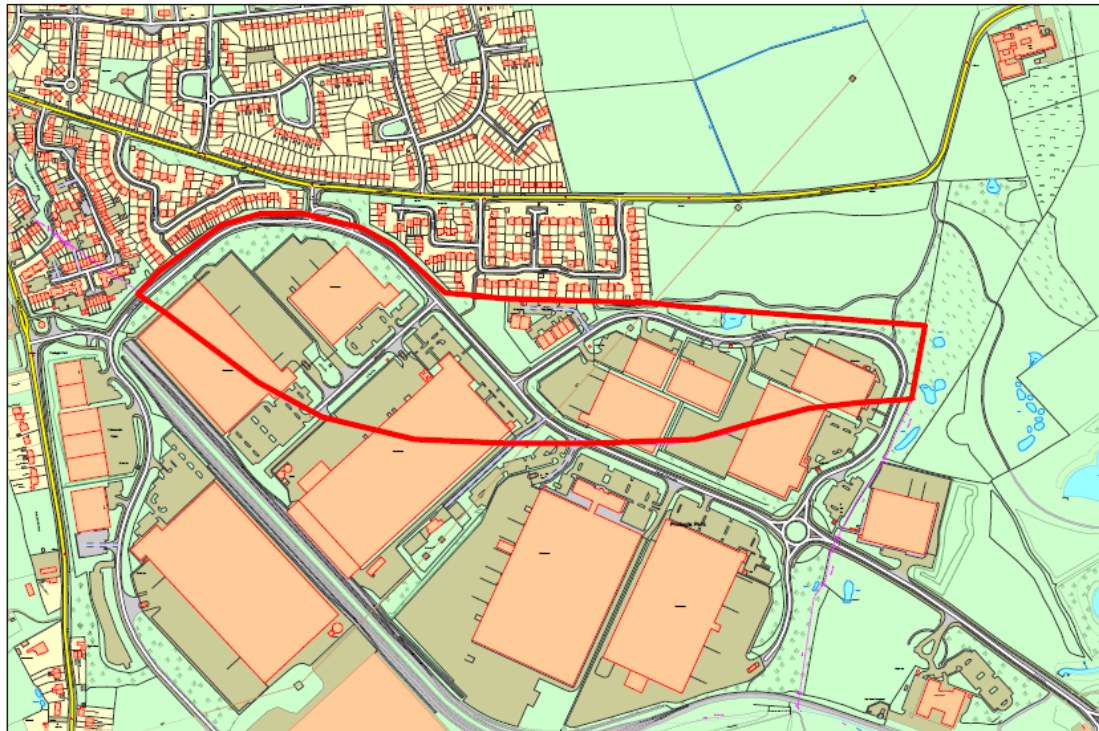
Figure 33 – Gallagher Business Park



The Gallagher Business Park is located south of the M6 Junction 3, near to the Longford area of Coventry. The site is 9.88 hectares. It is a mixture of old and more modern buildings. There are lots of landscaped areas, with some rubbish/litter at side of road. Roads are in a good condition. Although access to the strategic network is not an issue, the access to the site can be considered as not obvious. It is accessed from the A444, through a lay by, on the south-bound carriageway. North-bound traffic has to go around Junction 3 of the M6 roundabout. As such, vehicle movements through the roundabouts either side of the site can be increased by visitors to the site. There are no footways on the A444 and no public transport links within recommended distances.

E29 – Prologis Park

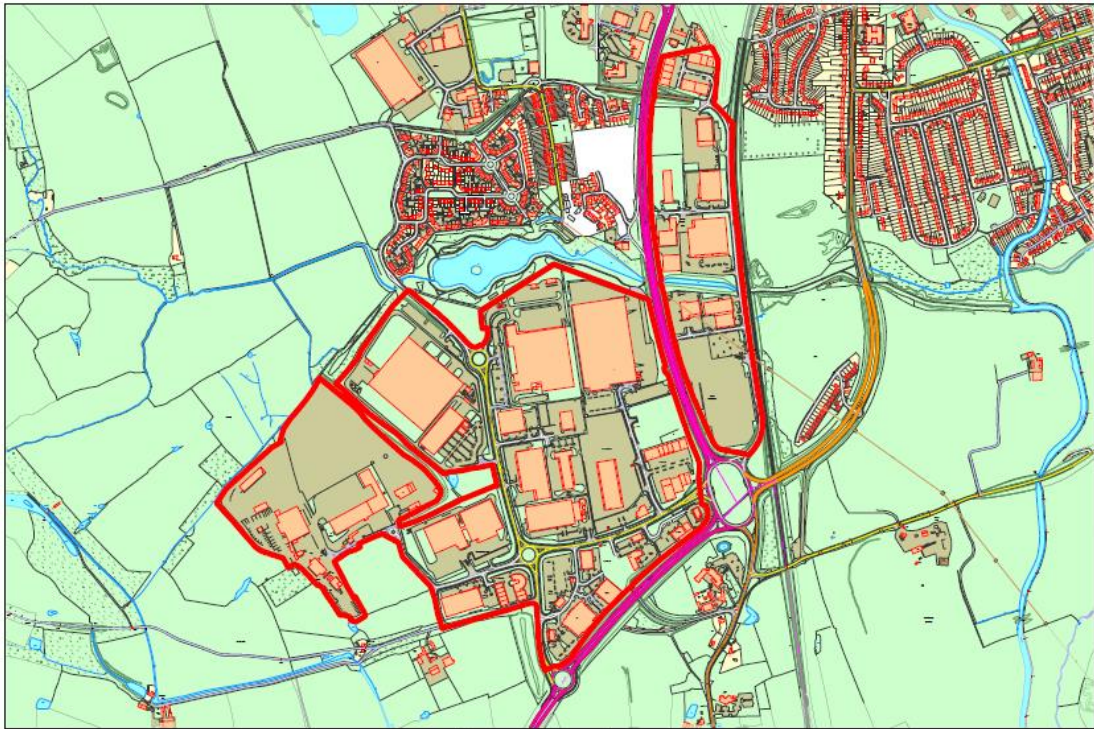
Figure 34 – Prologis Park



The Prologis Park is located to the south west of the borough in Keresley. The site is 16.16 hectares. The site is a excellent quality estate. The site is well managed in terms of landscaping, building quality, double yellows to restrict car parking on the carriageways, security office and industrial activities are not visible from the carriageway. The only downside is that many of the units cater for larger companies rather than for start up companies at the bottom of the employment scale. Access to the strategic network is not an issue. The estate has been laid out to allow easy access to sites by commercial vehicles. No on-street parking is allowed and service areas have been provided. Public transport is available within walking distances of the units on site. Note that on the Borough Plan Submission proposals map, the full extent of the site, which goes into Coventry City Council's boundary, is shown for context.

E30, E32 – Bermuda Industrial Park

Figure 35 – Bermuda Industrial Park

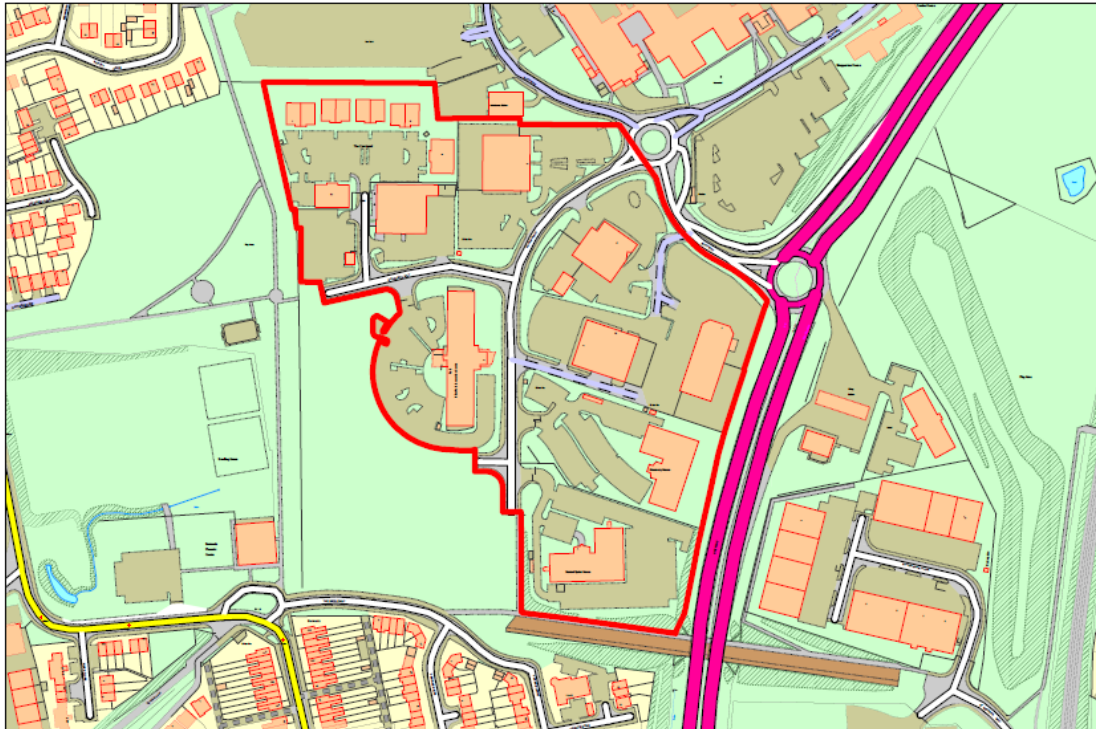


The Bermuda Industrial park is located to the south of Nuneaton. The site is 88.22 hectares. The units are generally good to satisfactory quality across the estate. The leisure uses are well positioned so as not to interfere with the industrial aspects of the estate, while the hotel and eateries compliment the businesses in the area.. Double yellows across the estate help to keep the road clear. The estate is in close proximity to the strategic road network. Wide carriageways and parking restrictions allow free flowing traffic for vehicles of all sizes. Large goods vehicles can access and egress the size without issues as on-street parking restrictions prevent the carriageway from being obstructed. The employment estate is mixed with leisure uses which in this instance helps to keep quality of entrances high. Some of the area in need of maintenance e.g. long grass. The eastern part of the estate along St George's Way has a lack of maintenance starting to show in some areas such as sides of roads not being maintained. A derelict area at the entrance reduces overall quality. Industry is hidden from road side view. Overall the estate as a whole is good quality. The majority of the units on the estate are within the recommended walking distance from bus stops, although this varies across the site due to the size of the estate meaning public transport is not always within the recommended walking distance. A train station is coming forward in the area as part of the NUCKLE scheme, which will improve accessibility for

the site in transport terms and will help increase the overall attractiveness of the area.

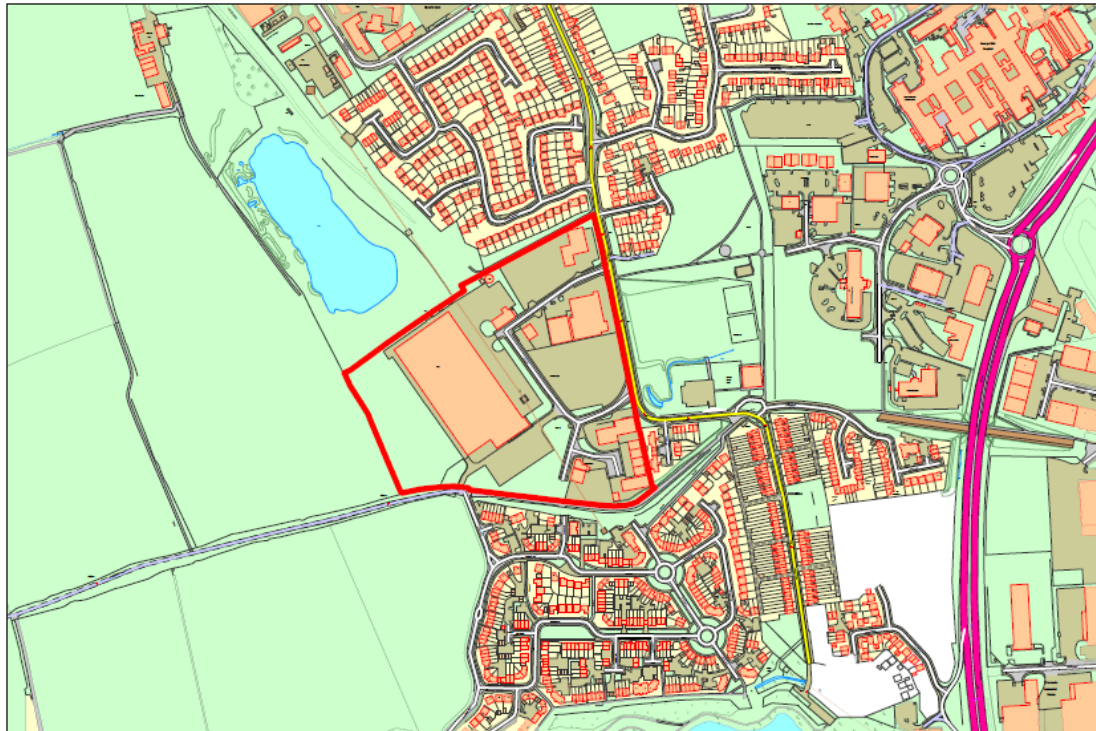
E31 – Eliot Park

Figure 36 – Eliot Park



The Eliot Park estate is located to the south of Nuneaton. The site is 6.18 hectares. There is lots of on road parking despite signs. Concentration of car dealers and offices therefore you would expect quality to be higher due to there type of uses, e.g. not typical industrial activities. It is mainly the office element which has vacancies. The site is in close proximity to the strategic network. There is an issue with parking on the estate. It could be associated with the adjacent hospital or the businesses on the industrial estate. Either way, two way free flowing traffic is not possible in areas on the network. The problem increases when vehicle transporters are loading or unloading. The issues do not appear to impede on the strategic network. The units on the estate are within recommended walking distance from bus stops.

Figure 37 – Hazell Way

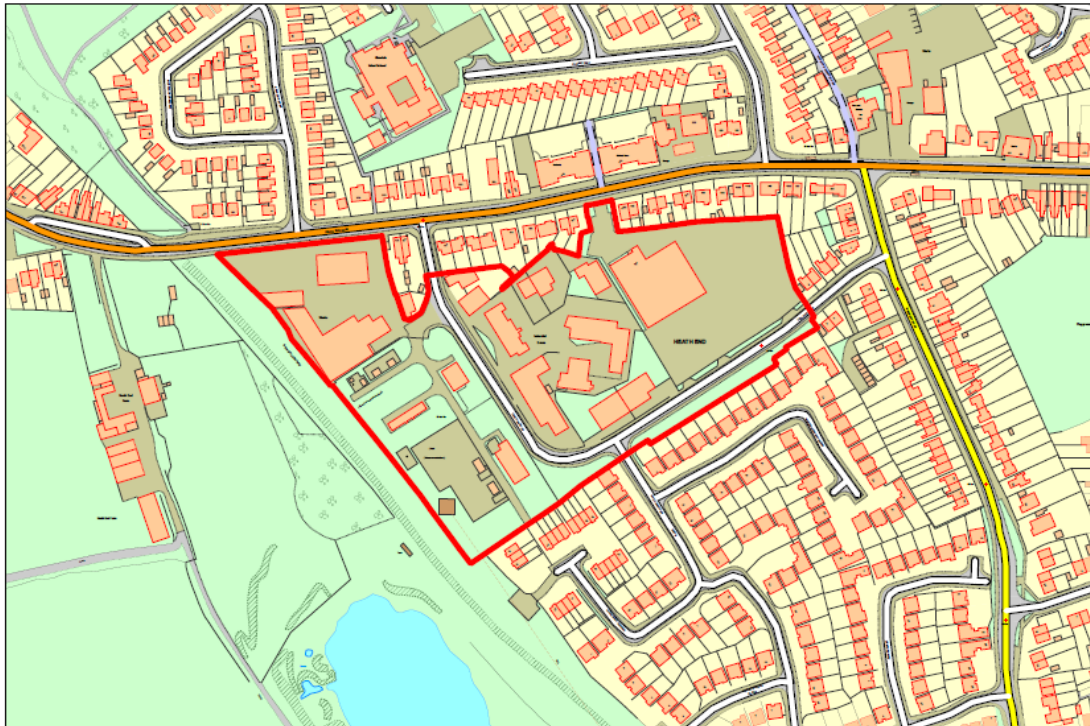


The Hazell Way site is located to the south west of Nuneaton. The site is 8.6 hectares. The estate is in generally adequate condition. Some landscaping trees/shrubs. The derelict area in centre of estate spoils the overall environment. There is not much litter. The estate is within 500 metres of the strategic network (Heath End Road (B4112) and access to public transport is not an issue. A score of 5 has been given because of the proximity to the strategic network. However, concerns have been previously raised about junction capacity. Also, the route to and along the strategic network goes through residential areas, but on-street parking should not be an issue. The carriageway width is sufficient to maintain two way free flowing traffic. The vacancy on site at this estate has been an issue for a number of years and the overall market attractiveness is not as high as it once was. Although the site is located close to the strategic network, access to the site is through a residential area along Bermuda road as there are no other options. Access would be improved if the Bermuda Bridge project did go ahead, although this is far from certain at this stage. Given its location if redevelopment did take

place, this would be more suitable for residential and would fit in well with the surrounding uses.

E34 - Tenlons Road

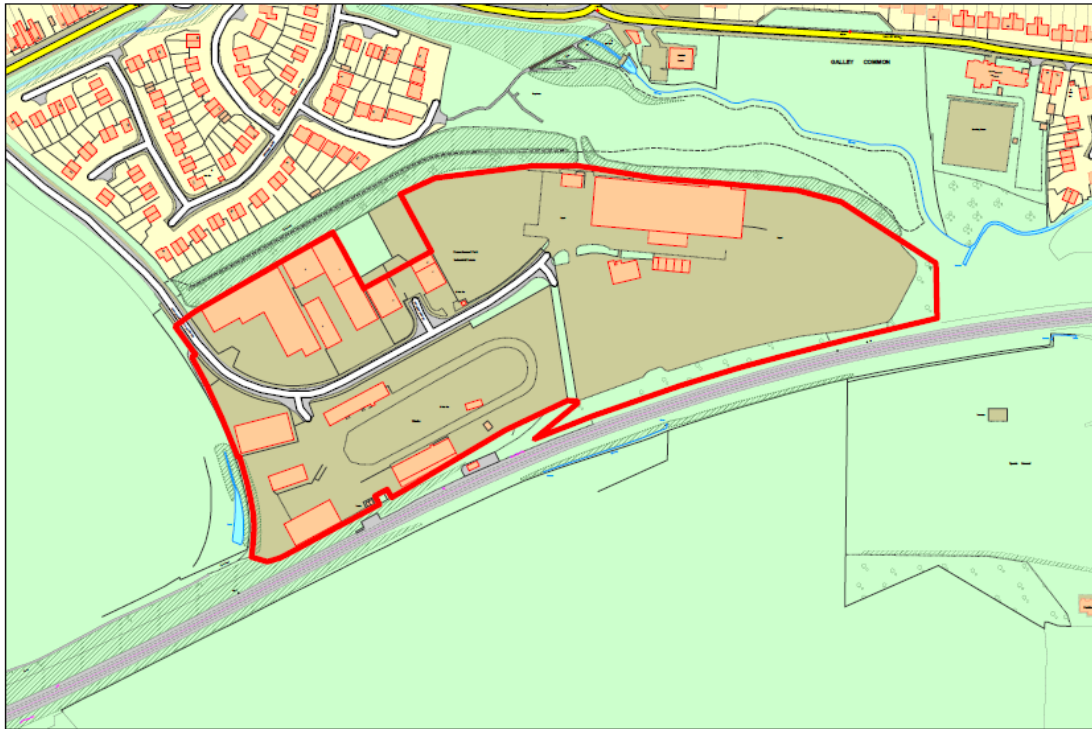
Figure 38 – Tenlons Road



The Tenlons Road site is located south west of Nuneaton town centre. The site is 4.14 hectares. The estate is home to a range of buildings but generally they look tired and dated. There are limited areas for parking. The majority of site is a substation. Hardly any landscaping except to rear of adjacent residential. Lack of maintenance on paths open stock at Travis Perkins. Tenlons Road is in close proximity to the strategic network and can be accessed via the signal controlled junction with Heath End Road (B4112). However, accesses to sites on the industrial estate can be an issue due to on-street parking, access sizes and the availability to turn around on site. Hence the lower score. Public transport is within walking distance of the site.

E35 – Haunchwood Road

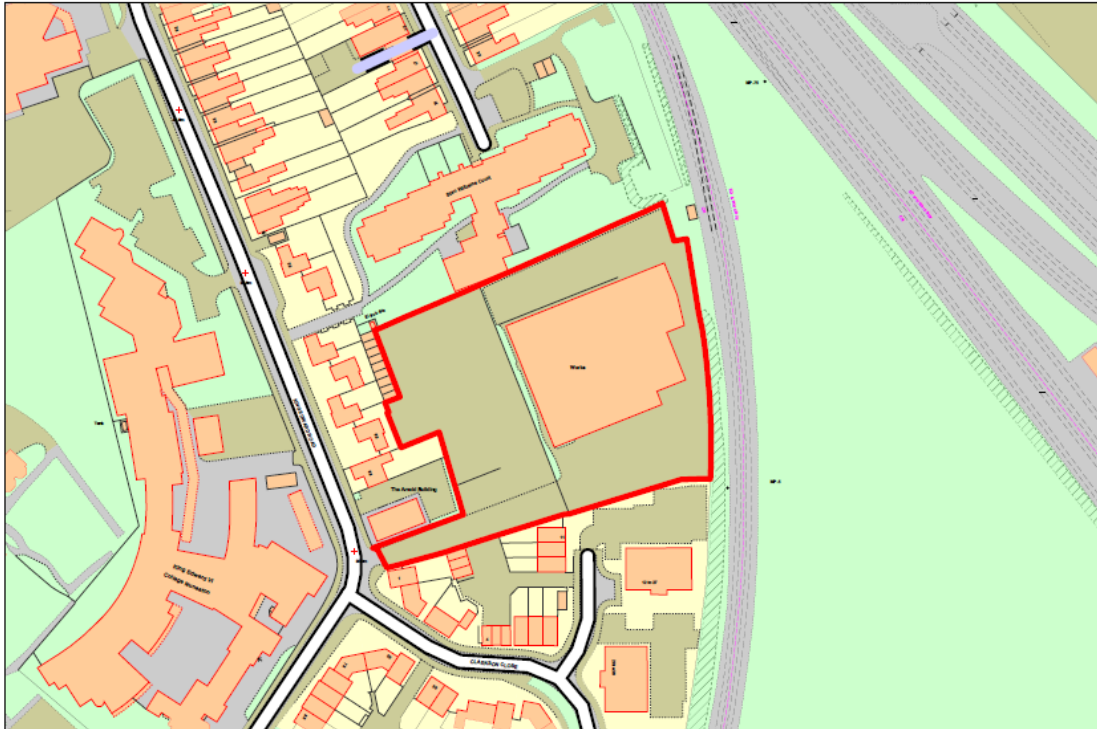
Figure 39 – Haunchwood Road



The Hauchwood Road estate is located to the west of Nuneaton in Galley Common. The site is 6 hectares. There is a Lack of parking facilities on site with only limited numbers allocated for the units. Some investment is needed for certain buildings in the short term to raise the overall quality of the estate. Not particularly bad, but couldn't be considered as good either, but this is largely due to the nature of the businesses. Open storage, lack of landscaping. There are some attempts at greenery e.g. trees and shrubs. Access to the strategic highway network is not an issue. The majority of the units on the estate in excess or over 600 metres from available public transport, which could be considered too far from the site.

E36 – King Edward Road (removal)

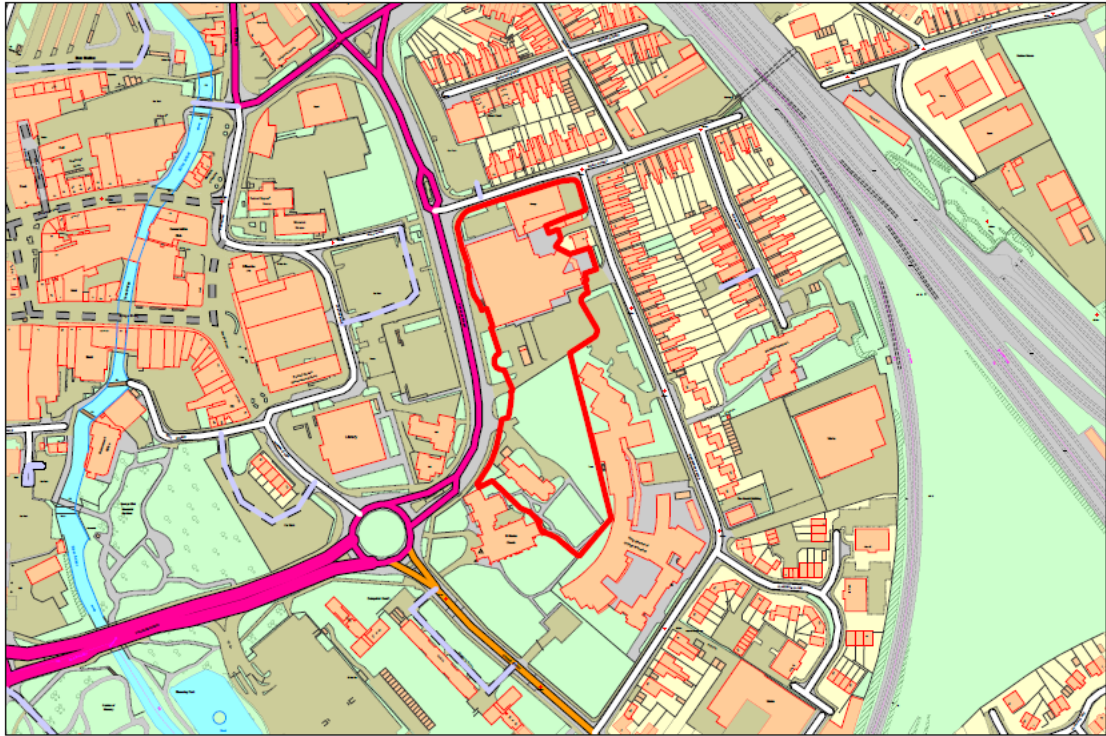
Figure 40 – King Edwards Road



The King Edward Road estate is located east of Nuneaton town centre. The site is 0.73 hectares. The quality of the estate is low to adequate. Visibility splays from the access to the site are in accordance with guidance and there is space within the site for large goods vehicles to turn around. Public transport options are within walking distance. However, the site is located within a residential area and in close proximity to King Edward VI College. In addition, there is a heavy footfall fronting the site from children accessing local schools. As such, there is a lot of pedestrian movement around the access to the site, which is not designed for regular movements of large vehicles. King Edward Road is not suitable for regular movements by large vehicles. Kerbed radii junctions are tight, even for car movements, and on-street parking prevents free flowing two way traffic. The surroundings uses are mainly residential and this would be considered an ideal residential development close to the town centre.

E37 – Justice Centre

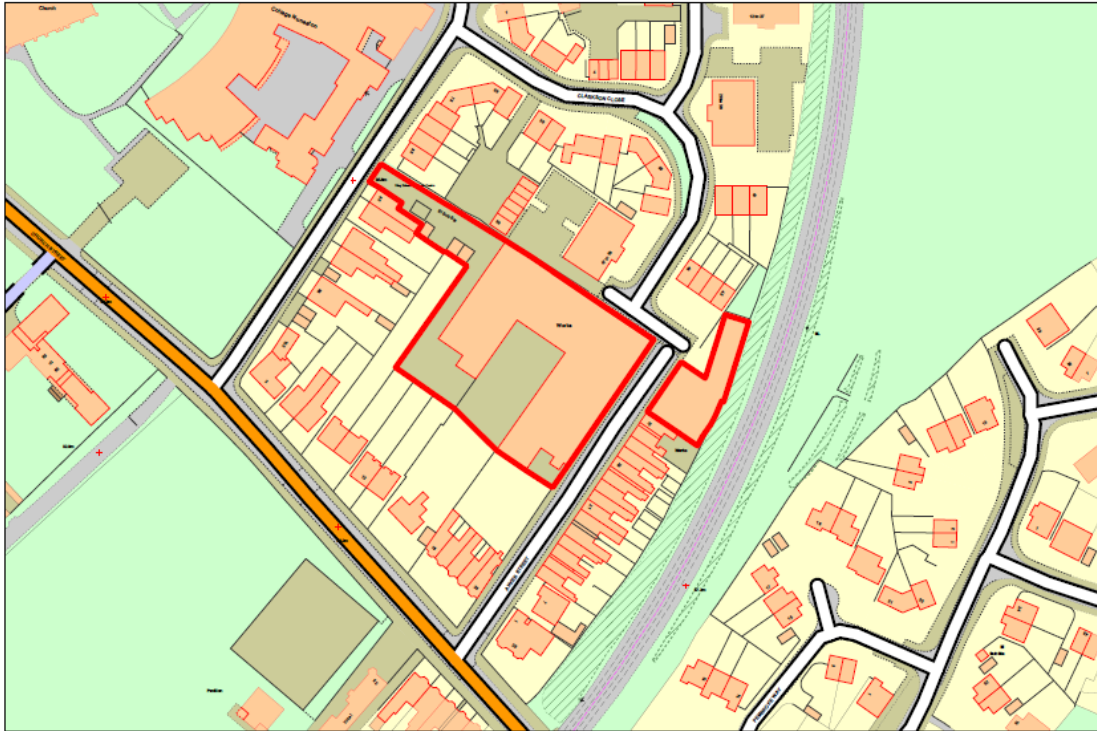
Figure 41 – Justice Centre



The Justice Centre is located to the east of the town centre. The site is 0.97 hectares. The northern site is the Justice Centre and the southern site is the head office of A.R. Cartwright (Construction) Limited. Neither site connects and both have separate vehicle accesses. However when viewed aerially the two sites do not allow for any other uses to be occupied in the connecting land (which is green space). A score of 2 was given to the Justice Centre because access to the site is from King Edward Road, which is not suited for regular movements by large vehicles. There is an access from Vicarage Street (A444) but this is used for emergency vehicle egress, large vehicle egress (as there is not enough room within the site to turn a vehicle around and leave via King Edward Road) and police convoys. A score of 5 was given to the southern site. The vehicular access fronts the strategic network (A444), is large enough for commercial vehicle access and there is space within the site to turn large vehicles around. Both sites have public transport options within walking distance

E38 – Anker Street (removal)

Figure 42 – Anker Street

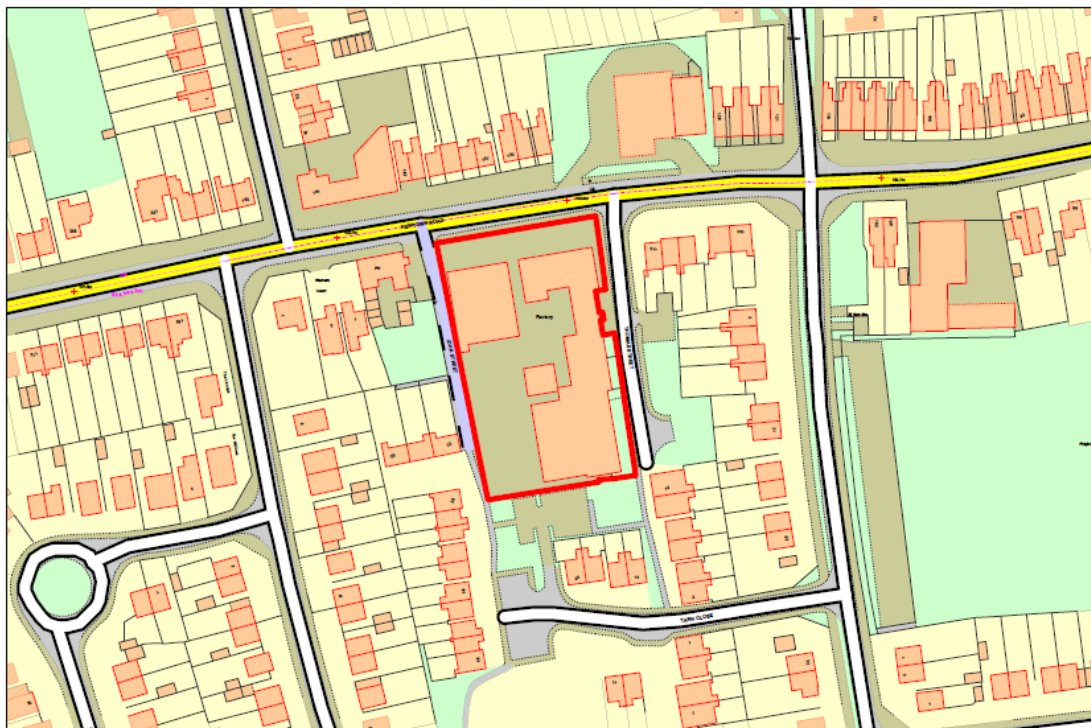


The Anker Street site is located south east of Nuneaton town centre. The site is 0.41 hectares. The site is effectively boxed in by residential development meaning there are little expansion opportunities and any redevelopment would have to be mindful of the existing residential. The quality of the building and the overall site is poor and in need of significant investment or redevelopment. If redevelopment did occur, given the surrounding uses and the distance to the town centre, this site would be better suited to residential development. Vehicle access to the site can be from Anker Street or King Edward Road. The existing access from King Edward Road is constructed as a dropped kerb footway crossing approximately 5.9 metres in width leading to a driveway approximately 6.5 metres in width, surfaced with a bound material. There is no segregation for pedestrians currently. Visibility splays from the access, measured from a setback of 2.4 metres, are approximately 7.4 metres looking left (southerly) and 18.7 metres looking right (northerly). Where vehicles are travelling at 30mph splays of 43 metres should be provided. The existing splays are in accordance with vehicles travelling at less than 10mph and 17mph. King Edward Road is not suitable for regular movements by heavy goods vehicles as on-street parking prevents two way free flowing traffic and could limit the size of vehicle able to service the site. In addition, the junctions of King Edward Road with Church Street (B4114) and Wheat Street (D1257)

were not designed for regular movements by HGVs. The two accesses from Anker Street are not wide enough to provide free flowing two way traffic. Visibility splays from the junction with Anker Street and Attleborough Road are in accordance with guidance and the junction is wide enough for two way traffic movements, but was not designed for large vehicle movements. On-street parking is available on both sides of the carriageway at a distance of 10 metres from Attleborough Road, preventing two way traffic flows for the majority of the length of the road. Cars and vans could pass around the junction but large vehicles, such as a refuse vehicle, would obstruct the junction and overhang Attleborough Road, and there is no turning head for a large vehicle to turn around.

E39 – Newtown Road, Bedworth (removal)

Figure 43 – Newton Road, Bedworth



The Newtown Road site is located west of Bedworth town centre. The site is 0.39 hectares. The business on the site is a longstanding one for the area. The external environment is generally poor with the building somewhat tired and dated. Needs investment externally. The limited landscaping does not

help improve the external environment. Largely a residential area. The access to the site is not suited to large vehicle movements. The access is approximately 5.2 metres wide, which restricts movements of large vehicles as it is not wide enough for two vehicles to pass. A parking and service area to the rear of the site is accessed between the two main buildings on site. The width between the two buildings is less than 3.5 metres, which again is not wide enough for two vehicles to pass. But, the site is located within walking distance to public transport. As with many of the smaller sites in the borough it is surrounded by residential development which limits opportunities for expansion and the scale of any redevelopment on site. Given the distance to the town centre the site would be suitable for redevelopment for residential development either for apartments or houses.

E40 – Hope Aldridge Business Centre

Figure 44 – Hope Aldridge Business Centre

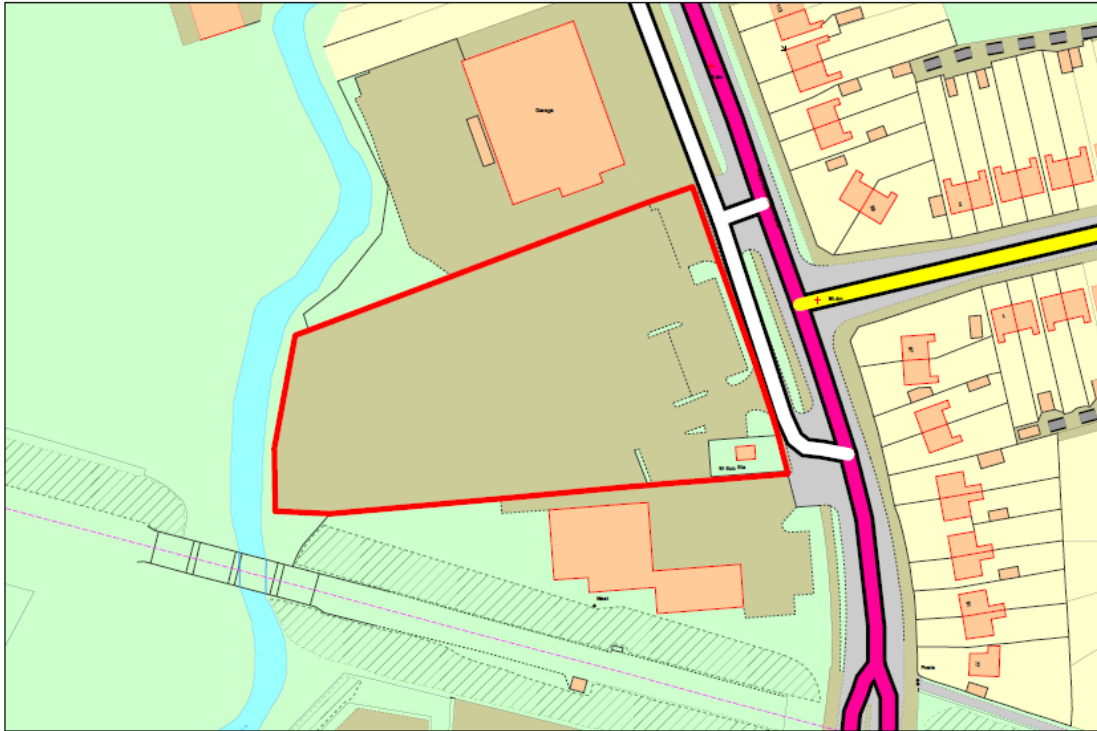


The Hope Aldridge Business Centre is located north of Nuneaton town centre. The site is 0.23 hectares. This is a relatively small estate with a number of small units on site offering ideal opportunities for smaller businesses and start

ups. Many of the businesses on site do not all fall into the traditional B use categories. The units and the external environment are generally in adequate condition but parts of some of the building need repairing and investment. The site has direct access to the strategic network and public transport. However, there are signs of over-run on the full height kerbs fronting the site and the kerbs are no longer level. The dropped kerb vehicular access to the site is only 5.25 metres wide, which is not wide enough to allow for the swept path of large vehicles entering the site whilst a vehicle is waiting to leave. It is not wide enough for two HGVs to pass in a straight line. In addition, a nearby pedestrian refuge can also affect the angle at which south-bound traffic accesses the site. Therefore, it is considered that the vehicular access to the site is not suited for regular HGV movements or for articulated vehicles. But, if the BT chambers, boxes and telegraph pole were moved the access could be improved and a score of 5 could be awarded. There is room to move the BT furniture and widen the access accordingly. There is space within the site for articulated vehicles to turn around.

E41 – Weddington Road (removal)

Figure 45 – Weddington Road



The Weddington Road site is located north of Nuneaton town centre. The site is 0.68 hectares. The site is currently vacant with no buildings on site and this has been the situation for some time. The adjacent uses to the site are a car dealership and a garage which are often associated with industrial estate but do not fall under the B use classes. Opposite the site residential development is the principal use. The existing layout of the access to the site causes issues for larger vehicles. Fronting the site is a narrow lay-by with multiple access points. To access / egress the site requires multiple 90 degree turns. There are obvious signs of damage to the kerbs and verge which could have been caused by goods vehicles. However, the buildings within the site have now been demolished. As part of any redevelopment the access could be moved to provide easier access to Weddington Road (A444). This could be done potentially without alterations to the existing laybys. There is also enough room within the site for large vehicles to turn around. Therefore, as public transport is available within walking distance of the site, if the access point is altered a score of 5 could be awarded. Considering the isolation of the site, the surrounding uses and lack of market interest for employment purposes, redevelopment for alternative uses is recommended. The use that would be best suited for the site would require further investigation.

E42 – Ashbrook Court

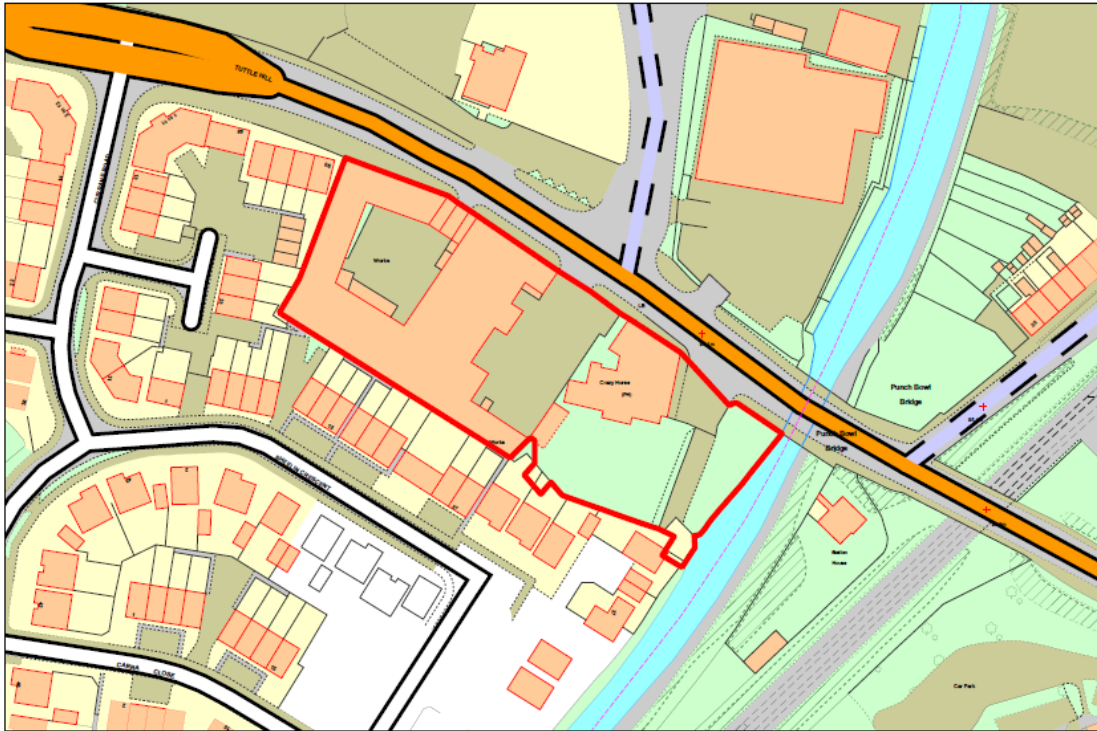
Figure 46 – Ashbrook Court



The Ashbrook Court site is located south of the borough near to Ash Green and Neal's Green. The site is 1.87 hectares. The site is a high quality office block. The building and its external environment are excellent in terms of quality. If the current maintenance of this continues it will remain a high quality employment site. The site is used as for offices and training, but can still be serviced by large vehicles without detriment to the connecting highway. Access to the strategic network is not an issue, nor is accessing public transport a problem.

E43 – Tuttle Hill (removal)

Figure 47 – Tuttle Hill



The Tuttle Hill site is located to the north west of Nuneaton town centre. The site is 0.54 hectares. The site is of poor quality and the buildings are coming to the end of their economic lifespan. The environment is poor and neglected with abandoned cars used to block car park to adjacent vacant restaurant. The site is unlikely to attract any market interest without significant investment. The main access to the site, on the eastern side of the site, is suitable for regular use by large goods vehicles. Within the site is a turning area so HGVs can leave and re-enter the public highway using a forward gear. The strategic network fronts the site so there are no issues with access. Public transport is available within walking distance of the site. However, there is another vehicular access to the site fronting Tuttle Hill (B4114). This access is not suitable for large vehicles to use with restrictions to width, height and visibility splays. No turning head is available within the site either. A score of 2 would be given if this was the only access to the site. It is recommended that that this site is redeveloped for alternative uses. This site could be considered for residential development, considering the recent residential developments to the west and south of the site.

Summary

The sites recommend for being part of the employment portfolio for the Borough Plan are listed in Table 22. The sites which are recommended to be removed from the existing portfolio and used for alternative uses are listed in Table 23. The sites which are recommended for alternatives uses are generally smaller sites where the character of the area is better suited for residential. The largest site recommended for removal is Hazell Way. Although this is a relatively large site, it suffers from access issues and a lack of market attractiveness. Given that little has changed since the last assessment it is more realistic to open up the site to alternative uses and concentrate any investment at other employment sites across the Borough which have the potential to improve.

Table 22 – List of Employment sites to be protected through Borough Plan

Site Reference ELR 2010	Revised Site Reference	Site Name	Size of Site (ha)
E1-E2	ED 1	Pool Road	8.12
E7	ED 2	Weddington Terrace	3.03
E8	ED 3	Oaston Road	0.90
E9	ED 4	Whitacre Road	9.88
E10	ED 5	Attleborough Fields	31.66
E11	ED 6	Hemdale Business Park	5.79
E13-E14	ED 7	Trident Business Park	2.34
E15-E18	ED 8	Caldwell & Shepperton	10.71
E19	ED 9	Marston Jabbett	2.56
E20 & E21	ED 10	Bayton Road Industrial Estate	72.33
E22	ED 11	Grovelands	7.22
E24	ED 12	School Lane	1.08
E25	ED 13	The Moorings	3.00
E28	ED 14	Gallagher Business Park	9.88
E29	ED 15	Prologis Park	16.16
E30 & E32	ED 16	Bermuda Business Park	88.22
E31	ED 17	Eliot Business Park	6.18
E34	ED 18	Tenlons Road	4.14
E35	ED 19	Haunchwood Road	6.00
E37	ED 20	Justice Centre	1.25

Site Reference ELR 2010	Revised Site Reference	Site Name	Size of Site (ha)
E40	ED 21	Hope Aldridge Business Centre	0.23
E42	ED 22	Ashbrook Court	1.87
Total			291.74

Table 23 – List of sites recommended for removal from employment portfolio

Site Reference ELR 2010	Site Name	Area (ha)
E3	Midland Road Network Rail	2.22
E4	Aston Industrial Estate	0.58
E5	Bath Road	0.57
E6	St Mary's Road	1.76
E12	Seymour Road	1.11
E23	Blackhorse Road	2.24
E26	Blackhorse Road	0.23
E27	Hawkesbury Lock	0.28
E33	Hazell Way	8.6
E36	King Edward Road	0.73
E38	Anker Street	0.41
E39	Newtown Road, Bedworth	0.39
E41	Weddington Road	0.68
E43	Tuttle Hill	0.54
Total		20.34

Stage 1.7 Rural Economy

The Borough is predominantly urban in nature, however, in line with the NPPF the rural economy is given consideration.

Rural Economy and the NPPF

The NPPF requires plans to consider how the rural economy within an area can be prosperous. Specifically the NPPF states:

Planning policies should support economic growth in rural areas in order to create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:

- *support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings;*
- *promote the development and diversification of agricultural and other land-based rural businesses;*
- *support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres; and*
 - *promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship.”*

Nuneaton and Bedworth's rural economy

GOV.UK¹⁷ (2014) indicate that around 10 million people live in a rural area in England, with 505,000 businesses operating out of rural areas (circa 28% of all businesses in England). It is important to note that only 16% of rural businesses are involved in agriculture, forestry or fishing. This is an significant statistic because the BRES data identified within the Council's pre-submission Scoping Report (2014) identifies 0% for this sector within the Nuneaton and Bedworth economy.

% Employee Numbers by SIC 2007 Divisions	West Midlands	Coventry & Warwickshire LEP	Warwickshire	Nuneaton & Bedworth
1 : Agriculture, forestry & fishing (A)	0.8	0.02	0.03	0.0
2 : Mining, quarrying & utilities (B,D and E)	1.3	1.15	1.58	0.2
3 : Manufacturing (C)	12.4	10.44	10.33	12.2
4 : Construction (F)	4.5	4.20	5.14	5.6
5 : Motor trades (Part G)	2.3	2.48	2.39	2.4
6 : Wholesale (Part G)	4.9	5.04	5.48	6.1
7 : Retail (Part G)	10.4	9.49	9.04	13.1
8 : Transport & storage (inc postal) (H)	4.7	5.71	7.09	6.4
9 : Accommodation & food services (I)	5.4	6.50	7.14	4.2
10 : Information & communication (J)	3.0	4.08	4.37	1.5
11 : Financial & insurance (K)	3.2	3.22	1.95	1.8
12 : Property (L)	1.2	1.00	0.79	0.7
13 : Professional, scientific & technical (M)	4.6	6.27	7.35	3.3
14 : Business admin & support (N)	7.8	8.74	8.17	9.6
15 : Public administration & defence (O)	5.5	4.65	4.57	5.0
16 : Education (P)	10.7	11.96	10.52	13.0
17 : Health (Q)	13.3	10.71	9.23	11.3
18 : Arts, recreation etc. (R,S,T and U)	4.1	4.34	4.82	3.5
Totals	100.1	100.0	100.0	99.9

(Extracted from Nuneaton and Bedworth Pre-Submission Scoping Report consulted on 12th May – 16th June 2014, data is derived from NOMIS).

To analyse this further the next step would be to identify what businesses make up the rural economy, however, consultation with Warwickshire County Council rural economy team, identified that DEFRA, do not recognise any of Nuneaton and Bedworth to fall with the rural area category. Consequently, it is difficult to analyse specific issues further. In addition, from a Development Management perspective, there has not been any issues with regards to

¹⁷ <https://www.gov.uk/government/policies/stimulating-economic-growth-in-rural-areas> (accessed 24/06/2014)

supporting the rural economy. This helps to develop a 'picture' of an urban type economy operating in the Borough

During the commercial engagement consultation, there were some concerns raised around new business start ups/ speculative builds within the rural area and their ability to connect to utilities such as broadband. However, this was raised on the basis of a Warwickshire perspective, rather than specific matters relating to the Borough's economy. However, when reviewing the administrative boundary of the Borough there are significant patches of land that are undeveloped (Green Belt and Countryside). Although these would not fall within the terms of a rural economy as discussed above, they may have specific needs when compared to the urban component of the Borough

Consequently, if the Plan were to proactively promote speculative build in the countryside area on a non allocated employment site, consideration would need to be given to the feasibility of setting up/ facilitating an arrangement with utility providers.

In relation to any strategic sites put forward within the Plan, there is a need to engage with utility providers as part of the infrastructure planning to assist with identifying utility deficits and connection planning.

Rural economy summary

The evidence collected does not indicate a defined rural economy within the Borough. There appears to be very few specific issues associated with the rural economy that the Plan needs to address. Consequently, the Plan should focus on ensuring the strategic employment sites are developed with appropriate infrastructure. In addition, the Plan should take account of the NPPF. Table 24 below, sets out a number of suggestions associated with each point identified within paragraph 28 of the NPPF.

Table 24 – Rural Economy considerations

NPPF requirement	How Plan can meet requirement
<p><i>support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing buildings and well designed new buildings;</i></p>	<ul style="list-style-type: none"> • Identify appropriateness of diversifying the local economy; • Encourage good design, particularly associated with conversion
<p><i>promote the development and diversification of agricultural and other land-based rural businesses;</i></p>	<ul style="list-style-type: none"> • Where suitable land is submitted through the SHLAA process this should be assessed for its suitability for alternative development
<p><i>support sustainable rural tourism and leisure developments that benefit businesses in rural areas, communities and visitors, and which respect the character of the countryside. This should include supporting the provision and expansion of tourist and visitor facilities in appropriate locations where identified needs are not met by existing facilities in rural service centres</i></p>	<ul style="list-style-type: none"> • Ensure flexibility within the Plan so that rural tourism offer can develop. The Plan may not require a policy on this, however it is important that the Plan does not restrict this from happening.
<p><i>promote the retention and development of local services and community facilities in villages, such as local shops, meeting places, sports venues, cultural buildings, public houses and places of worship</i></p>	<ul style="list-style-type: none"> • Where there are existing services in place these should be protected e.g. Local shopping centres. • Where there are deficits in provision the Plan should enable a flexible approach to allowing for expansion/

NPPF requirement	How Plan can meet requirement
	creation of new facilities in line with the requirements of the area.