

BOROUGH PLAN BACKGROUND PAPER - EXISTING EMPLOYMENT SITES

**NUNEATON AND BEDWORTH BOROUGH
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1 INTRODUCTION

- 1.1 This technical paper sets out the Council’s approach to dealing with existing employment estates. The purpose of this paper is to draw together the key datasets and information that have been used in developing the existing employment estates policy. The paper provides the detail behind the development of the policy and is used to justify the elements included within the policy. There are some cross over’s with the location and nature of employment growth policy. Where there are cross over’s, this is explicit within the text of this paper. The paper explains the background research that has been undertaken and how it is proposed to adapt this in practice to achieve a policy that is both reasonable and deliverable.

2 NATIONAL PLANNING POLICY FRAMEWORK

- 2.1 The Government is committed to securing economic growth in order to create jobs and prosperity and ensuring that the planning system does everything it can to support sustainable economic growth. The NPPF sets out a number of requirements for Local Plan making. Table 1 identifies where the NPPF requirements have been considered and met through the policy.

NPPF Requirement	NPPF sub-requirement	Relationship with policy
Core planning principle: “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 which is suitable for development in their area, taking account		This is predominantly achieved through the Scale and location of growth policy and Infrastructure Delivery Plan. However, this policy aims to assist in facilitating economic growth by linking the Plan to the Council’s emerging Economic Development Strategy. This strategy will identify specific sectors that the Council wishes to see growth within. In addition, the policy takes account of the fact some sites are no longer fit for purpose

NPPF Requirement	NPPF sub-requirement	Relationship with policy
of the needs of the residential and business communities”		and as such removes these from the portfolio, while protecting other sites.
Core planning principle: “always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings”		This will be delivered through a combination of different policies such as Sustainable Design and Construction and Policy Green Infrastructure. However, this policy seeks to improve the overall quality of existing employment sites.
Core planning principle: “encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value”		The policy takes account of the fact some sites are no longer fit for purpose and as such removes these from the portfolio. This means that they can be used for another more suitable purpose.
Paragraph 19: “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		The policy identifies the type of uses that are preferred on the proposed strategic employment sites and existing employment estates. In addition, the policy does not restrict employment growth to these use classes and consequently is considered flexible

NPPF Requirement	NPPF sub-requirement	Relationship with policy
on the need to support economic growth through the planning system.”		while providing guidelines regarding appropriate economic growth.
<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>	‘set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth;’	Vision for the local economy is set out within the vision and objectives of the Plan, the policy assists in achieving vision e.g. creating flexibility for diversification.
	‘set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated needs over the plan period;’	<p>Strategic sites are not identified within this policy, this is covered by the scale and location of growth policy.</p> <p>The policy cross references the Economic Development Strategy which will include appropriate work to attract the specific sectors of interest;</p> <p>The policy includes criteria for non B use class proposals which seek to ensure appropriate wider development can be brought forward on strategic employment allocations and existing employment estates.</p>
	‘support existing business sectors, taking	The policy links to the Economic

NPPF Requirement	NPPF sub-requirement	Relationship with policy
	<p>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;'</p>	<p>Development Strategy which will identify new/ emerging sectors in the local economy. The policy emphasises that applications on these sectors will be considered favourably. These sectors are based on work with Oxford Economics and relate to sectors that the local economy could 'tap' into. In addition, the policy is considered flexible to allow for any wider sectors that may emerge during the Plan period.</p>
	<p>'plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries;'</p>	<p>The policy does not specifically deal with this, however, the policy does not restrict a cluster occurring. No evidence was collated around planning for a specific cluster within the administrative area. Therefore, the policy seeks to be flexible in this regard.</p>
	<p>'identify priority areas for economic regeneration, infrastructure provision and environmental</p>	<p>This is achieved through the Scale and Location of growth policy and wider infrastructure</p>

NPPF Requirement	NPPF sub-requirement	Relationship with policy
	enhancement;”	<p>planning.</p> <p>The evidence within the ELR (2010 and 2014) does not point to the need for a specific economic regeneration policy, therefore a bespoke policy is not included within the Plan. However, existing employment sites which are in need of investment are covered.</p>
<p>Paragraph 22: “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.”</p>		<p>The policy takes account of the fact some sites are no longer fit for purpose and as such removes these from the portfolio, while protecting other sites. The existing portfolio of sites will be regularly reviewed and scrutinised through the Employment Land Review. The policy also offers some flexibility with regards to appropriate uses on site.</p>
<p>Paragraph 28: “Planning policies should support economic growth in rural areas in order to</p>	<p>support the sustainable growth and expansion of all types of business and enterprise in rural areas, both through conversion of existing</p>	<p>The policy (and Borough Plan) does not include specific proposals for the rural economy.</p>

NPPF Requirement	NPPF sub-requirement	Relationship with policy
<p>create jobs and prosperity by taking a positive approach to sustainable new development. To promote a strong rural economy, local and neighbourhood plans should:</p>	<p>buildings and well designed new buildings;</p>	<p>Consultation with the Warwickshire County Council rural economy team indicated that DEFRA does not recognise any of Nuneaton and Bedworth Borough to fall within the rural area. In addition, consideration of local issues did not identify the specific need for a local policy.</p>
	<p>promote the development and diversification of agricultural and other land-based rural businesses;</p>	
	<p>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;</p>	
	<p>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.”</p>	
<p>Paragraph 160: “Local planning authorities should have a clear understanding of business needs within the economic</p>	<p>‘work together with county and neighbouring authorities and with Local Enterprise Partnerships to prepare and maintain</p>	<p>Policy takes account of the findings the Employment Land Review (2014). The policy links to Economic</p>

NPPF Requirement	NPPF sub-requirement	Relationship with policy
<p>markets operating in and across their area. To achieve this, they should:</p>	<p>a robust evidence base to understand both existing business needs and likely changes in the market'</p>	<p>Development Strategy which will identify new/ emerging sectors in the local economy. The policy emphasises that applications on these sectors will be considered favourably.</p> <p>These sectors are based on work with Oxford Economics and relate to sectors that the local economy could 'tap' into. In addition the policy is considered flexible to allow for any wider sectors that may emerge during the Plan period.</p>
	<p>'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.'</p>	<p>Policy takes account of the findings the Employment Land Review (2014). Part of this included a review of the issues and potential solutions around the existing portfolio of sites.</p>
<p>Paragraph 161: 'Local planning authorities should use this evidence base to assess:'</p>	<p>'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;'</p>	<p>Achieved through the Scale and Location of growth policy.</p>

NPPF Requirement	NPPF sub-requirement	Relationship with policy
	<p>'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 undertaken at the same time as, or combined with, Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land'</p>	<p>Employment Land Review (2014) was undertaken at the same time as the Strategic Housing Land Availability Assessment.</p> <p>The findings of the review fed into the development of this policy. In relation to location of economic growth this is achieved through the Scale and Location of growth policy.</p>

Table 1: NPPF Conformity for policy

3 PLANNING PRACTICE GUIDANCE

3.1 The PPG sets out a number of guidance points in relation to employment considerations. The areas which relate to employment are:

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

3.2 This paper will cover the first point as the second is more focused on the development of new employment sites. As part of the assessment of economic needs it is necessary to review the existing employment stock and the market conditions in which they operate.

3.3 The assessment of housing and economic development needs raises the points that follow:

- 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

4 EMPLOYMENT LAND REVIEW 2010

- 4.1 The Employment Land Review (2010 – GVA Grimley) carried out an assessment of the Borough’s existing portfolio. An update to the ELR was carried out in 2014 by NBBC, this is discussed later in the paper.
- 4.2 As part of the ELR 2010 a review of the existing employment land supply was undertaken (see section 4 of the ELR). This review comprised:
- A quantitative and qualitative assessment of employment land supply;
 - A recommendation for a new portfolio of employment land
- 4.3 The methodology for assessment is contained within the ELR along with the associated scoring for each site. The assessment scores are contained in Appendix C.
- 4.4 The need to review existing employment sites at this point in time stemmed from Planning Policy Statement 4 which recommended land reviews be undertaken at a local level (see para EC 1.3d). The guidance which informed the assessments¹ recommended that 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 and NPPG there is still a need to undertake reviews of existing employment land.
- 4.5 Table 2: List of Employment Sites to be Removed from ELR 2010 identifies the sites which scored poorly and effectively identified their need for removal from the portfolio of employment land.

¹ Employment Land Review Guidance (2004)

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	1.06
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	19.61

Table 2: List of Employment Sites to be Removed from ELR 2010

Source: ELR (GVA, 2010)

4.6 In taking the ELR work forward GVA 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)

4.7 The ELR 2010 identified the following existing employment sites as being green sites which meant they were the best scoring (36>) within the Borough:

- Hemdale Business Park
- Shepperton/Centrovell
- Caldwell Industrial Estate 2
- Bayton Road Industrial Estate 1
- Prologis Park

- Gallagher Business Park
- School Lane
- The Moorings Business Park
- Bermuda Industrial Estate 1
- Eliot Park
- St Georges
- Haunchwood
- Justice Centre
- Ashbrook Court

4.8 The sites to be protected were based on the analysis and scoring criteria established in the ELR study. Table 3: Recommended portfolio of existing employment sites from ELR 2010 sets out the employment sites that were included as the portfolio of existing employment sites in the Borough Plan Preferred Options, these included the green and amber sites. Although, some of the sites scored well, as identified in paragraph 4.7 above, improvements could still be made to certain sites.

Industrial/Business Estate	Area (ha)	Site Classification
Pool Road	7.52	In need of investment
Weddington Terrace	3.03	In need of investment
Oaston Road	0.90	In need of investment
Whitacre Road	9.39	In need of investment
Attleborough Fields	31.66	In need of investment
Hemdale	5.06	In need of investment
Trident	2.34	In need of investment
Caldwell Road	10.65	In need of investment
Marston Jabbett	2.56	In need of investment
Bayton Road	70.3	In need of investment
Grovelands	7.22	In need of investment
School Lane	1.08	In need of investment
The Moorings	2.99	In need of investment
Gallagher	9.88	High
Prologis	16.16	High
Bermuda	71.52	In need of investment /

Industrial/Business Estate	Area (ha)	Site Classification
		High
Eliot Park	5.17	High
Tenlons Road	4.14	In need of investment
Haunchwood	6.09	In need of investment
Justice Centre	0.97	High
Heritage	0.23	In need of investment
Weddington Road	0.68	In need of investment
Ashbrook Court	1.96	High
Total	271.50	

Table 3: Recommended portfolio of existing employment sites from ELR 2010

Source: ELR (GVA, 2010)

5 EXISTING ESTATES WORK POST EMPLOYMENT LAND REVIEW 2010

- 5.1 To continue the work developed in the ELR 2010 an internal working group was established. One of the areas of focus was to look at the issues affecting the amber sites identified in the ELR. A consultation exercise was undertaken with businesses on those estates to identify what their issues were, and ultimately sought to corroborate the issues identified within the ELR. In summary, some of the issues identified were beyond the remit of planning policy, such as business rate issues, while other issues were overly detailed and too specific 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
- 5.2 This work helped to identify whether the results of the assessments carried out in the ELR 2010 could be verified by users on the estate, but also to try gain another perspective on issues (Appendix A 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.
- 5.3 The information that follows compiles the key issues arising from the ELR 2010 as well as the consultation with businesses.

Site E1 Pool Road Business Centre



Figure 1: Pool Road Industrial Estate

Source: ELR (GVA, 2010)

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

- Nature of tenants
- Market attractiveness
- Strategic accessibility

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

- External environment
- Public transport

Industrial Estates survey:

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

Site E2 Pool Road Industrial Estate



Figure 2: Pool Road Industrial Estate

Source: ELR (GVA, 2010)

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

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

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

- Building quality
- Public transport

Industrial Estates survey

5.9 The business survey provided a rate of 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



Figure 3: Weddington Terrace Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 4: Oaston Road Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 5: Whitacre Road Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 6: Attleborough Fields Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 7: Hemdale Business Park

Source: ELR (GVA, 2010)

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



Figure 8: Trident Business Park 1

Source: ELR (GVA, 2010)



Figure 9: Trident Business Park 2

Source: ELR (GVA, 2010)

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

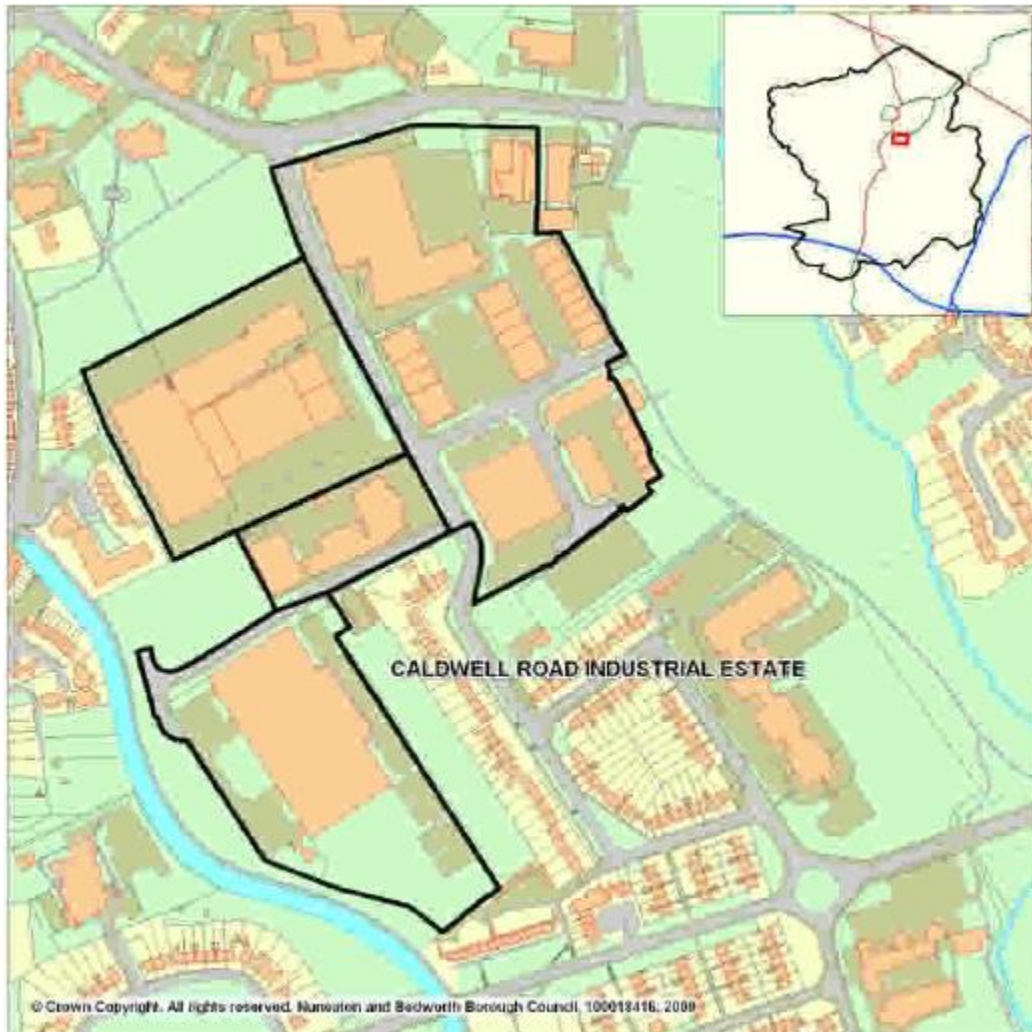


Figure 10: Caldwell Road Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 11: Marston Jabbett Industrial Estate

Source: ELR (GVA, 2010)

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

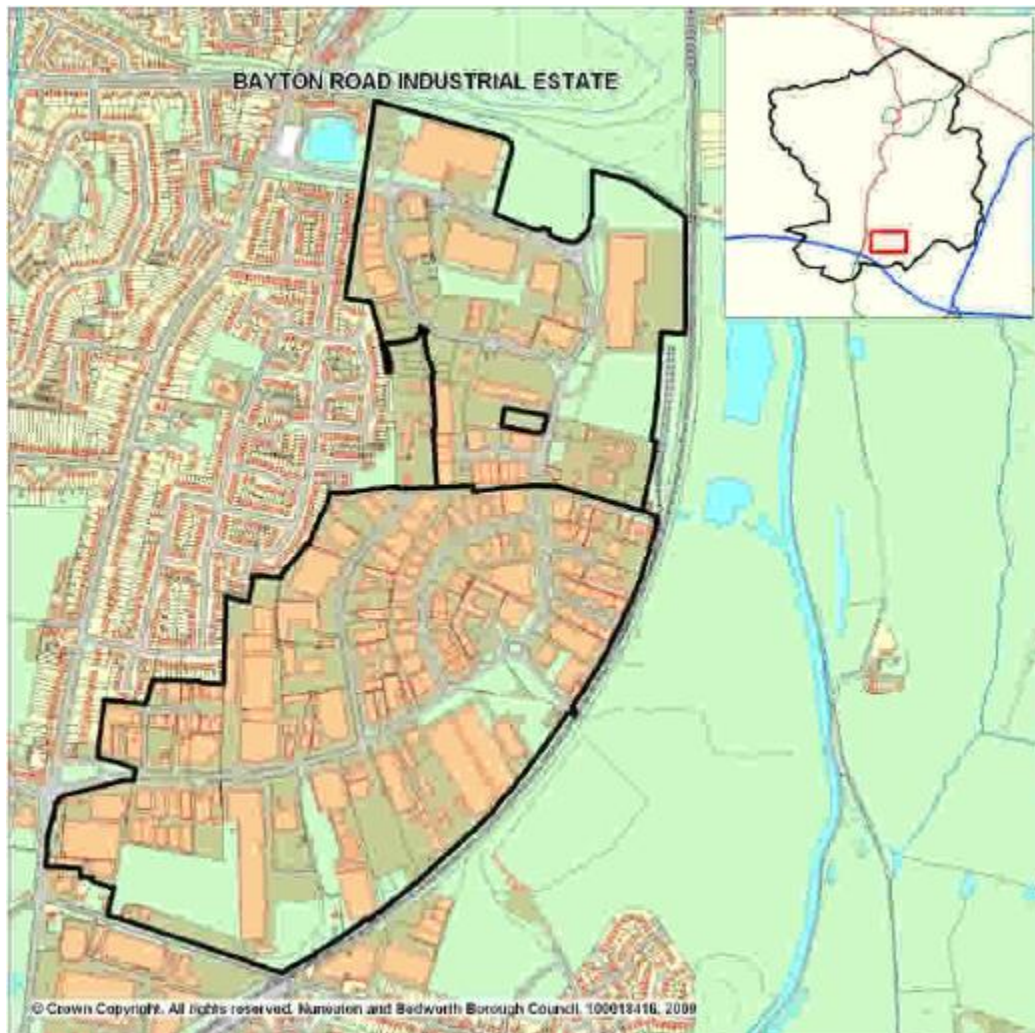


Figure 12: Bayton Road Industrial Estate

Source: ELR (GVA, 2010)

It was considered more productive to combine the Bayton Road sites, even though one element of the site scored excellent under the Employment Land Review 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 Employment Land Review 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



Figure 13: Grovelands Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 14: School Lane

Source: ELR (GVA, 2010)

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



Figure 15: The Moorings Business Park

Source: ELR (GVA, 2010)

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)



Figure 16: Bermuda Industrial Estate 1

Source: ELR (GVA, 2010)

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



Figure 17: Tenlons Road Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 18: Haunchwood Industrial Estate

Source: ELR (GVA, 2010)

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



Figure 19: Hope Aldrige Business Centre

Source: ELR (GVA, 2010)

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 were received from users on this industrial estate.

Site E41 Weddington Road Industrial Estate



Figure 20: Weddington Road

Source: ELR (GVA, 2010)

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

Action Plan

Following a review of the above sites the following potential actions were identified as possible solutions to overcome issues within the employment estates.

Issue	Potential Action	Notes	Relevant Employment sites
Nature of tenants	Work with Warwickshire County Council Investment Partnership to identify what attracts existing tenants to the estate	Only resource implication is officer time.	<p><i>Significant issue</i></p> <p>Site E1 Pool Road Business Centre</p>
	Work with Warwickshire County Council Investment Partnership to identify a strategy for attracting a diverse range of tenants	Identifying a strategic approach for all the relevant existing strategic sites is favourable as the resource implication initially is officer time. However, it should be acknowledged that target specific monitoring will result in potential costs.	<p>Site E2 Pool Road Industrial Estate</p> <p>Site E8 Oaston Road Industrial Estate</p> <p>Site E9 Whitacre Road Industrial Estate</p> <p>Sites E13 and E14 Trident Business Park</p> <p>Sites E15 – E18 Caldwell</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Road Industrial Estate</p> <p>Site E19 Marston Jabbett Industrial Estate</p> <p>Site E21 Bayton Road Industrial Estate</p> <p>Site E34 Tenlons Road Industrial Estate</p> <p>Site E40 Hope Aldridge Business Centre</p> <p><i>Minor Issue</i></p> <p>Site E22 Grovelands Industrial Estate</p>

Issue	Potential Action	Notes	Relevant Employment sites
			Site E24 School Lane Site E25 The Moorings Business Park
Market Attractiveness	Linked to above actions	It is not realistic to expect every site to be attractive to national industries. However exploring the possibilities is helpful because any actions to attract wider investment will help protect the site in the long term.	<i>Significant issue</i> Site E1 Pool Road Business Centre Site E2 Pool Road Industrial Estate Site E8 Oaston Road Industrial Estate Site E9 Whitacre Road Industrial Estate Sites E13 and E14 Trident Business Park

Issue	Potential Action	Notes	Relevant Employment sites
			<p data-bbox="1123 421 1348 577">Sites E15 – E18 Caldwell Road Industrial Estate</p> <p data-bbox="1123 685 1259 887">Site E19 Marston Jabbett Industrial Estate</p> <p data-bbox="1123 994 1294 1151">Site E22 Grovelands Industrial Estate</p> <p data-bbox="1123 1258 1331 1415">Site E34 Tenlons Road Industrial Estate</p> <p data-bbox="1123 1523 1318 1680">Site E35 Haunchwood Industrial Estate</p> <p data-bbox="1123 1787 1337 1944">Site E40 Hope Aldridge Business Centre</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p><i>Minor Issue</i></p> <p>Site E7 Weddington Terrace Industrial Estate</p> <p>Site E10 Attleborough Fields Industrial Estate</p> <p>Site E21 Bayton Road Industrial Estate</p> <p>Site E24 School Lane</p> <p>Site E25 The Moorings Business Park</p>
Strategic Accessibility	Work with County Council in investigating linkages with strategic road network and identify potential solutions	Only resource implication is officer time.	<p><i>Significant issue</i></p> <p>Site E1 Pool Road Business</p>

Issue	Potential Action	Notes	Relevant Employment sites
	<p>As part of the designation of strategic sites, identify if wider Master planning opportunities arise that can be incorporated as part of strategic development:</p> <p>This may require this use of planning obligations and will need to be assessed as part of wider infrastructure priorities.</p>	<p>The research element of this task can be completed once strategic sites are agreed. However the priority for CIL to improve strategic accessibility will need to be considered as part of wider infrastructure improvements</p>	<p>Centre</p> <p>Site E2 Pool Road Industrial Estate</p> <p>Site E11 Hemdale Business Park</p> <p>Site E35 Haunchwood Industrial Estate</p> <p><i>Minor Issue</i></p> <p>Site E7 Weddington Terrace Industrial Estate</p> <p>Site E8 Oaston Road Industrial Estate</p> <p>Site E9 Whitacre Road Industrial</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Estate</p> <p>Site E10 Attleborough Fields Industrial Estate</p> <p>Sites E13 and E14 Trident Business Park</p> <p>Site E19 Marston Jabbett Industrial Estate</p>
External Environment	Continue work with Environmental Health in this area and identify additional solutions.	Only resource implication is officer time.	<p><i>Significant issue</i></p> <p>Site E2 Pool Road Industrial Estate</p> <p>Site E7 Weddington Terrace Industrial Estate</p> <p>Site E8 Oaston Road Industrial</p>
	Set up a monitoring mechanism relating to fly tipping to identify levels if improvement/decline.	The mechanism for monitoring is likely to be resource intensive, consequently some creative measures will need to be considered.	

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Estate</p> <p>Site E9 Whitacre Road Industrial Estate</p> <p>Site E11 Hemdale Business Park</p> <p>Sites E13 and E14 Trident Business Park</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p> <p>Site E19 Marston Jabbett Industrial Estate</p> <p>Site E22 Grovelands Industrial Estate</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Site E25 The Moorings Business Park</p> <p>Site E35 Haunchwood Industrial Estate</p> <p><i>Minor Issue</i></p> <p>Site E1 Pool Road Business Centre</p> <p>Site E10 Attleborough Fields Industrial Estate</p> <p>Site E21 Bayton Road Industrial Estate</p> <p>Site E34 Tenlons Road Industrial Estate</p> <p>Site E40 Hope</p>

Issue	Potential Action	Notes	Relevant Employment sites
			Aldridge Business Centre
Building quality	Work with landowner/agent in identifying their aspirations for the site	There should be an acceptance that some businesses do not want modern premises as it may not fit with their requirements or may increase rentals and push them out to other areas.	<i>Significant issue</i> Site E8 Oaston Road Industrial Estate Sites E15 – E18 Caldwell Road Industrial Estate
	Carry out a more detailed assessment of building quality with Building Control/estates and identify an action plan containing more detail relating to this area.	There should be an acceptance that some businesses do not want modern premises as it may not fit with their requirements or may increase rentals and push them out to other areas. In reality this will be out of the Council's control (expect where	Site E22 Grovelands Industrial Estate <i>Minor Issue</i> Site E2 Pool Road Industrial Estate Site E7 Weddington

Issue	Potential Action	Notes	Relevant Employment sites
		the Council own the property) and therefore its ability to influence will be limited.	Terrace Industrial Estate Site E9 Whitacre Road Industrial Estate Sites E13 and E14 Trident Business Park Site E21 Bayton Road Industrial Estate Site E34 Tenlons Road Industrial Estate Site E40 Hope Aldridge Business Centre
Public transport	Work with County Council in investigating potential improvements to public transport	This was not identified as a significant issue for this site and therefore it is considered other	<i>Significant issue</i> Site E11

Issue	Potential Action	Notes	Relevant Employment sites
	provision.	issues should be prioritised first.	<p>Hemdale Business Park</p>
	Use planning obligations to subsidise public transport improvements.	This was not identified as a significant issue for this site and therefore it is considered other issues should be prioritised first.	<p>Site E19 Marston Jabbett Industrial Estate</p> <p>Site E35 Haunchwood Industrial Estate</p> <p><i>Minor Issue</i></p> <p>Site E1 Pool Road Business Centre</p> <p>Site E2 Pool Road Industrial Estate</p> <p>Site E8 Oaston Road Industrial Estate</p> <p>Site E10 Attleborough Fields Industrial</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Estate</p> <p>Sites E13 and E14 Trident Business Park</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p> <p>Site E21 Bayton Road Industrial Estate</p> <p>Site E22 Grovelands Industrial Estate</p> <p>Site E25 The Moorings Business Park</p> <p>Site E32 St Georges (Bermuda Industrial Estate)</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Site E34 Tenlons Road Industrial Estate</p> <p>Site E40 Hope Aldridge Business Centre</p>
Security	<p>Work with Warwickshire Police in working with those businesses who consider security to be an issue.</p>	<p>Some work has already been completed with businesses, and actions such as setting up a security event had limited success therefore any work should be focused.</p>	<p><i>Significant issue</i></p> <p>Site E1 and E2 Pool Road Business Centre</p> <p>Site E7 Weddington Terrace Industrial Estate</p> <p>Site E9 Whitacre Road Industrial Estate</p> <p>Site E10 Attleborough Fields Industrial Estate</p>
	<p>Identify measures within the Borough Plan that encourage safe design measures on new industrial estates.</p>	<p>Would need to be incorporated as part of a design policy.</p>	

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Sites E13 and E14 Trident Business Park</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p> <p>Site E21 Bayton Road Industrial Estate</p> <p>Site E22 Grovelands Industrial Estate</p> <p>Site E25 The Moorings Business Park</p> <p>Site E32 St Georges (Bermuda Industrial Estate)</p> <p>Site E34 Tenlons Road</p>

Issue	Potential Action	Notes	Relevant Employment sites
			Industrial Estate
Local Access	Work with County Council in investigating potential improvements to local access arrangements.	Improvements are likely to require funding from the Development community through the form of planning obligations, and therefore this will also need to be included as part of any future considerations around infrastructure planning	<p><i>Significant issue</i></p> <p>Site E7 Weddington Terrace Industrial Estate</p> <p>Site E9 Whitacre Road Industrial Estate</p> <p>Sites E13 and E14 Trident Business Park</p> <p>Site E19 Marston Jabbett Industrial Estate</p> <p>Site E34 Tenlons Road Industrial Estate</p>
Local amenities	As part of the designation of	The research element of this	<i>Significant</i>

Issue	Potential Action	Notes	Relevant Employment sites
	<p>strategic sites, identify if wider Master planning opportunities arise that can be incorporated as part of strategic development:</p> <p>This may require this use of planning obligations and will need to be assessed as part of wider infrastructure priorities.</p>	<p>task can be completed once strategic sites are agreed. However the priority for CIL to improve strategic accessibility will need to be considered as part of wider infrastructure improvements</p>	<p><i>issue</i></p> <p>Site E8 Oaston Road Industrial Estate</p> <p>Site E10 Attleborough Fields Industrial Estate</p> <p>Site E11 Hemdale Business Park</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p> <p>Site E19 Marston Jabbett Industrial Estate</p> <p>Site E32 St Georges (Bermuda Industrial Estate)</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p>Site E35 Haunchwood Industrial Estate</p> <p>Site E40 Hope Aldridge Business Centre</p> <p><i>Minor Issue</i></p> <p>Site E34 Tenlons Road Industrial Estate</p>
Building Age	Work with landowner/agent in identifying their aspirations for the site.	There should be an acceptance that some businesses do not want modern premises as it may not fit with their requirements or may increase rentals and push them out to other areas.	<p><i>Minor Issue</i></p> <p>Site E8 Oaston Road Industrial Estate</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p>
	Carry out a more detailed assessment of building quality with Building	There should also be an acceptance that some	Site E22 Grovelands Industrial

Issue	Potential Action	Notes	Relevant Employment sites
	Control/estates and identify an action plan containing more detail relating to this area.	<p>businesses do not want modern premises as it may not fit with their requirements or may increase rentals and push them out to other areas.</p> <p>In reality this will be out of the Council's control (except where the Council own the property) and therefore its ability to influence will be limited.</p>	<p>Estate</p> <p>Site E34 Tenlons Road Industrial Estate</p>
Visible voids	Work with Warwickshire County Council (Investment Partnership) in analysing potential reasons for voids, and use this to assist in developing potential strategy for voids.	Initially the only resource implication is officer time, however, developing a specific strategy is likely to be fairly resource intensive and require regular review	<p><i>Significant issue</i></p> <p>Site E11 Hemdale Business Park</p> <p>Sites E15 – E18 Caldwell Road Industrial Estate</p>

Issue	Potential Action	Notes	Relevant Employment sites
			<p><i>Minor Issue</i></p> <p>Site E9 Whitacre Road Industrial Estate</p> <p>Sites E13 and E14 Trident Business Park</p>
Open Space provision	Including open space provision in an existing estate is challenging. However one option is to work with existing landowners to identify opportunities to create open space where they are demolishing a premises.	In reality this is highly unlikely because the open space will not bring in any return for the landowner. However as part of identifying their long terms intentions the Council will be able to identify if the landowner still has an interest in the site.	Sites E13 and E14 Trident Business Park

How the policy takes forward issues with investment

The policy seeks to protect the high quality and amber sites from non economic development uses. There is specific reference within the policy about the Council working with partners to deliver the relevant improvements. The information above clearly illustrates a lot of potential improvements, as

well as a need to refine the understanding around what improvements are needed and the reality of them being implemented. Consequently, the reference to working with partners in delivering solutions is key to ensure a joint approach is taken forward and the results are delivered.

6 COMMERCIAL ENGAGEMENT 2014

6.1 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 SLAA process were invited to take part in this engagement. The purpose of the engagement was to:

- Obtain viewpoints regarding the Functional Economic Market Areas (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

6.2 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

6.3 Appendix B and C 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

6.4 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 motorways/ rail networks.

Obtain viewpoints regarding varying level of growth

6.5 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 and making an allowance for wider than B use class sectors

- 6.6 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

- 6.7 Respondents indicated a positive market operation, both in terms of current, and future prospects. In terms of specific data, only Warwickshire County Council, were able to provide raw data, however, agents and landowners indicated on-going discussions with investors.

Obtain viewpoints on the location of growth

- 6.8 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

- 6.9 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 quality of their living environment.

7 EMPLOYMENT LAND REVIEW UPDATE 2014

- 7.1 An update to the ELR 2010 was carried out in 2014. The ELR update was undertaken by officers working for Nuneaton and Bedworth Borough Council and covered existing and potential employment sites. It was necessary to update this report due to the NPPF, National Planning Policy Guidance (NPPG) and to take account of the latest market conditions. In addition, it considered feedback that the Council received during the Borough Plan Preferred Options Consultation.
- 7.2 As part of the ELR update, a review of the existing employment land supply was undertaken (see Section 5 Stage 1). The methodology of the assessment is contained within the ELR along with the associated scoring for each site. This review comprised:
- A quantitative and qualitative assessment of employment land supply;
 - A recommendation for a new portfolio employment land
- 7.3 As set out in the text relating to the NPPF and NPPG 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
 - Justice Centre
 - Ashbrook Court
- 7.4 Table 4: List of Existing Employment Sites with Revised Site References , identifies the sites which will remain a part of the Borough's portfolio of employment sites and will be protected for employment uses in the Borough Plan. Table 5: Employment Sites Recommended for Removal identifies the sites that will no longer be protected for employment uses under the Borough Plan, thus, removing them from the Borough's portfolio of employment land.

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	0.9
E9	ED 4	Whitacre Road	9.39
E10	ED 5	Attleborough Fields	31.66
E11	ED 6	Hemdale Business Park	5.06
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	3.64
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 Park	6
E37	ED 20	Justice Centre	0.97
E40	ED 21	Hope Aldridge Business Centre	0.23
E42	ED 22	Ashbrook Court	1.96
Total			291.78

Table 4: List of Existing Employment Sites with Revised Site References
Source: ELR (NBBC,2014)

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

Table 5: Employment Sites Recommended for Removal

Source: ELR (NBBC,2014)

8 OVERVIEW OF IMPLICATIONS FOR EXISTING EMPLOYMENT ESTATES

8.1 The draft Borough Plan policy on existing employment estates supports the expansion and infill of those employment sites discussed in Table 4: List of Existing Employment Sites with Revised Site References. This is considered

to achieve the requirements of the NPPF, specifically in relation to supporting existing business sectors. In addition, the necessary improvements to these estates are considered to support the future vitality of businesses on those estates as well as identifying priority areas for regeneration.

- 8.2 As stated above, the sites discussed in Table 5: Employment Sites Recommended for Removal, are to be removed from the employment land portfolio. Based on the issues identified on the estates, it is not considered realistic to incorporate these sites into the 'in need of investment' category. Since the last ELR assessment the situation on the sites has not changed significantly enough to warrant them being moved back into the employment land portfolio. In addition, since the last ELR assessment an additional site has been added to the removal list. Consequently, it is proposed that they will not be protected by the existing employment estates policy. This means that alternative development (other use classes) can be planned on these sites, this could include residential development. However, at this stage there is a need to review at these sites in greater detail to identify the most appropriate longer term uses going forward. It should be noted that it is not proposed that alternative uses be planned for at this stage given the operation of existing businesses on the estates.

9 ISSUES AROUND THE TYPE OF DEVELOPMENT ON EXISTING EMPLOYMENT ESTATES

- 9.1 The policy makes reference to focusing development on the existing portfolio of employment sites for B use classes. In relation to other use classes coming forward on these sites, two criteria have been established relating to jobs growth and impact on existing occupiers. The justification for B use classes and these two criteria are explicitly set out within the technical paper on location and nature of employment growth (see section on Issues around type of development on employment land).

10 ISSUES AND OPTIONS

- 10.1 The policy needs to consider all the relevant background context in its development, part of this is consideration of the Issues and Options work. This policy seeks to build upon the following issues that were identified within the document.

Issue ECON3

A large number of residents commute out of the Borough to work each day to Coventry, Leicestershire and elsewhere in Warwickshire such as Rugby and Warwick. To reverse this trend there is a need to retain existing employers and attract new employers by providing the right development opportunities in the right locations.

Issue ECON4

Nuneaton and Bedworth's economy is based on a declining manufacturing base as well as distribution related work. There are fewer knowledge based employment opportunities. If this doesn't change there will be fewer jobs in the future and more people will have to look for work outside the Borough.

- 10.2 In relation to the comments that the Council received during the Issues and Options consultation, in total 52 comments were received in regard to the key issues relating to the economy. 50% were in support and 42% did not agree with the issues raised.
- 10.3 The Bedworth Glebe Estates Committee recognised issues such as high unemployment, out commuting and a decline in manufacturing as being important factors when deciding upon employment land provision. This supports the need to develop an ambitious growth target and allocate land to meet the requirement as well as a diverse range of businesses.
- 10.4 There was support for the need to improve research and service industries in the Borough with respondents keen to see the existing transport links fully utilised. As well as this, there were comments supporting the encouragement of small manufacturing firms, which would help to keep skilled people in the Borough. Again this has been developed further within the policy.

11 PREFERRED OPTIONS

- 11.1 There were a number of comments related to Policy ECON1 and the supporting text in which the Borough's existing employment sites were identified. The following summarises some of the points that were raised during the consultation:

- All employment sites must be accessible by public transport and the cycle network.
- The expansion of existing sites should not increase traffic through the air quality monitoring areas.
- Land allocations should be regularly reviewed and 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
- Suggest more and better catering facilities; sport and recreational facilities for the lunch period and after work.
- Landscape, with trees and natural green spaces to make them pleasant and attractive to both investors and workers. The Borough's employment sites have the reputation of being, 'singularly ugly'.
- Companies which require the use of large HGVs to deliver and receive goods should be relocated on a larger out-of-town site which has the capacity to support the parking of the HGVs.
- Companies that use a large number of vehicles as part of their business should not be using sites bordering housing estates. Any increase in traffic flow causes an increase in pollution and congestion, and can lead to road safety issues (especially with children). There is also an increasing risk of danger if one of these companies is located near a school.
- ED4 (Whitacre Road) should have a road link to ED5 (Attleborough Fields).
- ED5 (Attleborough Fields) & ED6 (Hemdale) need linking with cycle lane alongside Eastboro way, railway station and improved bus services.
- Due to the lack of jobs the new residents will either commute out of the borough or will compete for local jobs.
- There is no mention in the Plan of how many or what sort of additional employment will be created, assuming people will come to Nuneaton. Many existing local jobs are towards the lower end of the income scale.
- Bedworth should not be reliant on other towns and cities to provide its residents with employment. It should be making much more effort in attracting employers into the area.
- Over last 30 years serious issues due to loss of jobs and failed economic development plans. MIRA site will do little to put jobs back in the area. Most jobs created will not be taken from people within the area. Only 600 jobs will benefit Nuneaton when 20,000 are needed to restore full employment. Distribution market within the area is already failing.

- 12.1 The policy has been assessed against the SA objectives. The policy encourages the redevelopment, expansion and improvement of existing employment estates for employment uses and sets criteria for the redevelopment of existing employment uses for alternative sites. The policy represents a significant positive effect on economic factors including the reuse of previously developed land and social factors associated with addressing poverty. The policy will have an indirect positive effect on soils, health and focusing development in existing urban areas.
- 12.2 The SA states that the policy will result in no significant adverse effects. However, effect on the majority of environmental consideration is uncertain as these are associated with the implementation of other policies in the Borough Plan.

13 DELIVERY MECHANISMS

- 13.1 The following delivery mechanisms are relevant for this policy
- Annual monitoring of planning applications for development on sites to be protected as existing employment estates.
 - Annual monitoring of losses to sites that are not to be protected
 - Two yearly surveys of business users about issues effecting existing estates.
 - Working with partners to deliver improvements to sites identified as in need of investment
 - Delivery of the Economic Development Strategy for the Borough

APPENDIX A – QUESTIONNAIRE SENT TO BUSINESSES 2012

CONSULTATION QUESTIONNAIRE

Company name

Contact name

Address

.....
.....
.....
.....

Phone.....

Email

Type of Business:

Automotive Aerospace Rail

Building Technologies Food and Drink ICT

Medical Technologies Manufacturing Tourism and Leisure

Environmental technologies Business & Professional Services

Screen image and sound

Other, please specify

Please answer the following questions based on your view of the industrial estate rather than your specific unit

1) Does the road network, within the industrial estate present you or your clients with any problems?

No problems

Minor problems

Significant problems

2) Does the road network, immediately around the industrial estate present you or your clients with any problems?

No problems

Minor problems

Significant problems

3) If there are issues with the road network please could you state what they are e.g. cars parked on road, difficult access for HGV's etc. (If the issues are at certain times of day, please state this too):

.....

4) Do you consider your staff can suitably access the industrial estate by the following means? (please tick relevant box and provide written detail if appropriate)

	Easily accessible	Possible but there are some challenges	Major accessibility issues
Car			
Bus			
Bike			

	Easily accessible	Possible but there are some challenges	Major accessibility issues
By foot			

5) Do you consider any of the following to be an issue within the industrial estate?
 (please tick relevant box and provide written detail if appropriate)

	No issue	Minor issue	Major issue	Please provide detail
Street Lighting				
Appearance & upkeep of Industrial Est. e.g. Streets, footpaths etc.				

	No issue	Minor issue	Major issue	Please provide detail
Open space				
Access to public amenities e.g. food outlets				
Security on estate				

6) What do you consider to be the top 5 issues within the industrial estate you are located on?

- 1
- 2
- 3

4

5

7) What do you consider to be the best points about the industrial estate where you are located?

1.....

2.....

3.....

8) Do you have any future plans to develop further?

.....
.....
.....
.....

OWNER / OCCUPIER:

If you do not own the land or unit, are you willing to give us the details of your landlord/landowner? (We are looking to engage with landlords/landowners about the industrial estate in due course, therefore this information will be extremely useful)

Contact name

Address

.....
.....

.....
.....

Phone.....

Email

SKILLS:

9) What specialist industry skills do you look for when recruiting staff?

.....
.....
.....
.....

10) What new skills will your workforce need in the future? (This information is crucial for future planning with schools and colleges)

.....
.....
.....
.....

ADDITIONAL GENERAL QUESTIONS AND INFORMATION:

11) How could the council be of use to your business in the future?

.....
.....
.....
.....

12) How has the council been of use to your business in the past?

.....
.....
.....
.....

Nuneaton and Bedworth Business Network is a 'FREE OF CHARGE' organisation which meets about 3 times a year and offers the opportunity for businesses to network, raise any issues and support our local economy. It also allows the Council and other external partners to provide relevant information to businesses.

Would you like your business to be added to this database?

Yes No

Additionally, do you want further business advice or support on how to 'grow your business'?

Yes No

Should you need any further assistance please contact Ashley Baldwin on 024 7637 6329 or ashley.baldwin@nuneatonandbedworth.gov.uk.

We would welcome your views by 12th August. The questionnaire can be completed online and is accessed from the Council's homepage:

(www.nuneatonandbedworth.gov.uk), by completing the survey online we will be able to process the responses most efficiently, alternatively please return in the pre-paid envelope provided, or call Ashley Baldwin on 024 7637 6329 who would be happy to collect it.

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

Your information will not be passed onto a third party, but only used by the local authority for statistical evaluation and to inform you of any relevant business information

APPENDIX B – COMMERCIAL ENGAGEMENT 2014 PROFORMA 1

Organisation:	
Representing (if applicable):	
Address:	
Email:	
Attendees:	
Date of meeting:	
Location of meeting:	
Time of meeting:	
LEVEL OF GROWTH	
<p>What <u>level</u> of enquires are you currently receiving for land/units? Has this changed in recent months i.e. increased or decreased? Do you think this will change in the forthcoming months/ year? why? What factors do you think will influence this?</p>	

What type of enquires are you receiving i.e. size of requirements, business sectors?

Do you expect any changes, and why?

For the types of enquiries you are currently receiving is there anything more that can be done to encourage the businesses to come to the Borough?

What could be done to attract other sectors that are not currently present to the Borough?

What are your thoughts on these projections, do you think they will meet the needs of the Borough up to 2031?

- **If not why not?**
- **Do you have any additional comments you would like to make?**

FUNCTIONAL ECONOMIC MARKET AREAS (FEMA)

National guidance requires us to look at the functional economic markets areas (FEMAs) that impact on the Borough when considering local employment land needs. Statistical measures can be used to help determine what the functional economic area is (e.g. commuting flow and travel to work areas) however there is likely to be different market areas for different sectors and property types.

What do you consider to be the FEMA for NBBC administrative area?

What are the implications of the FEMA for land requirements?

OTHER ECONOMIC LAND USES

National guidance also requires us to consider making provision for other types of employment land rather than just traditional B uses such as industrial, warehousing and offices.

Do you think we should make an allowance for other uses?

If so how much and why?

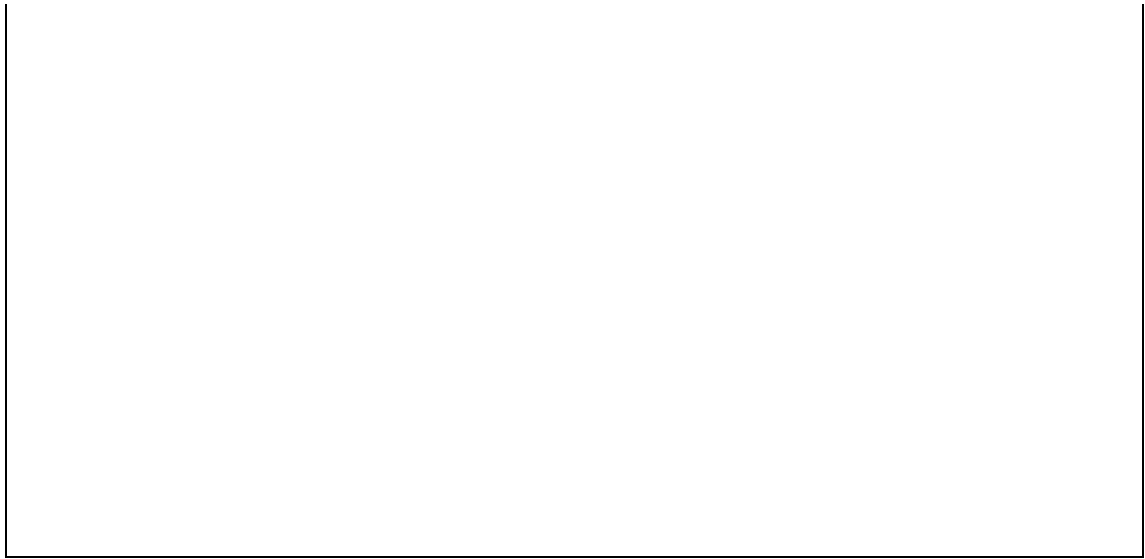
How should this be managed?

LOCATION OF GROWTH

Looking at the location of the employment allocations in the BP Preferred Options document, do you think these will meet the needs of businesses? Why?

ADDITIONAL COMMENTS

Do you have any additional comments you would like to make?



APPENDIX C – COMMERCIAL ENGAGEMENT 2014 PROFORMA 2

Organisation:	
Representing (if applicable):	
Address:	
Email:	
Attendees:	
Date of meeting:	
Location of meeting:	
Time of meeting:	
LEVEL OF GROWTH	
How is the sector (including definition of where they consider their business sector to fall) currently performing?	
How far does the experiences of your own business reflect what is happening in the wider sector?	

**How confident are you about the future of your business/ the sector?
What are the reasons for this?**

What would help the sector to grow further?

What sort of conditions would restrict growth for your business/sector?

Do you think the Council should be allocating more land to support growth?

What factors should be taken into account when allocating new employment land?

FUNCTIONAL ECONOMIC MARKET AREAS (FEMA)

National guidance requires us to look at the functional economic markets areas (FEMAs) that impact on the Borough when considering local employment land needs. Statistical measures can be used to help determine what the functional economic area is (e.g. commuting flow and travel to work areas) however there is likely to be different market areas for different sectors and property types.

What do you consider to be the FEMA for NBBC administrative area?

What are the implications for land requirements?

OTHER ECONOMIC LAND USES

National guidance also requires us to consider making provision for other types of employment land rather than just traditional B uses such as industrial, warehousing and offices.

Do you think we should make an allowance for other uses?

If so how much and why?

How should this be managed?

LOCATION OF GROWTH

Looking at the location of the employment allocations in the BP Preferred Options document, do you think these will meet the needs of businesses? Why?

ADDITIONAL COMMENTS

Do you have any additional comments you would like to make?