



South Worcestershire Economic Development Needs Assessment

Final Addendum Report

July 2019

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Appendix 1 – Scoring of Potential Sites

1.0 INTRODUCTION

- 1.1 This document is an Addendum to the South Worcestershire Economic Development Needs Assessment (EDNA) prepared in 2018. This Addendum provides follow-up advice and analysis of the potential sites for employment allocations.
- 1.2 This Addendum report has been prepared by BE Group on behalf of Malvern Hills District Council, Worcester City Council and Wychavon District Council. BE Group also prepared the EDNA. The Addendum report is to be read in conjunction with the main report.
- 1.3 The EDNA reviewed the supply and demand issues for employment land in South Worcestershire, both from the perspectives of the individual local authority areas, but also as a sub-regional area, recognising that the local economy overlaps the local authority boundaries. The EDNA assessed the overall supply and demand of employment land in South Worcestershire to 2041, which is summarised in the table below, which shows an overall deficit of 162.9 ha of employment land to 2041 across South Worcestershire.

Table 1 – Revised Supply vs Demand for Employment Land, South Worcestershire

Area	Available Supply	Revised Land Demand 2018-41	Surplus/ Deficit
Malvern Hills	44.6	70.0	-25.4
Worcester	19.8	35.0	-15.2
Wychavon	67.5	189.8	-122.3
South Worcestershire	131.9	294.8	-162.9

Source: Table 27 of the EDNA, BE Group, 2018

- 1.4 In 2019, Worcester City has advised that the available supply of employment land has increased to 22.3 ha, thereby reducing the deficit to 12.7 ha and the overall South Worcestershire deficit to 160.4 ha. This is summarised in the updated table below.

Table 2 – 2019 Revised Supply vs Demand for Employment Land, South Worcestershire

Area	Available Supply	Revised Land Demand 2018-41	Surplus/ Deficit
Malvern Hills	44.6	70.0	-25.4
Worcester	22.3	35.0	-12.7
Wychavon	67.5	189.8	-122.3
South Worcestershire	134.4	294.8	-160.4

Source: BE Group, 2019

- 1.5 Further employment forecasts have been obtained to confirm the trajectory of employment growth in South Worcestershire. In order to be consistent with the main EDNA study, these employment forecasts have been obtained from Experian.

- 1.6 This Addendum report provides input into the identification and assessment of potential additional employment sites that could address the deficit identified in the EDNA.

2.0 FORECAST UPDATE

- 2.1 The EDNA included employment forecasts to 2041 by employment sector. These employment forecasts were obtained from Experian and demonstrated the likely growing employment sectors in each of the local authority areas and South Worcestershire as a whole. This was used as a further input into the demand findings of the EDNA.
- 2.2 Further employment forecasts have been obtained from Experian as a corroboration of the growth of employment sectors in the market. It is to be expected that there will be some fluctuations between years in forecast modelling, as further information becomes available which refines the inputs to the model. For the purpose of this Addendum report, the key factors to note would be any large change to the overall employment growth forecast and any large change to a sector’s growth trajectory.
- 2.3 The table below summarises the South Worcestershire projected employment growth to 2041. Experian only provides forecasts to 2039 (twenty-year forecast timeframe) and thus the forecasts to 2041 have been extrapolated using constant growth trajectories over the additional two years. The EDNA forecasts in 2018 included Experian forecasts to 2038 extrapolated to 2041.

Table 3 – Forecasts of FTE Employment by Broad Sector, South Worcestershire

Industry Sector	2016	2041	Change 2016-41
Accommodation, Food Services & Recreation	9,600	11,600	2,000
Agriculture, Forestry & Fishing	2,300	1,800	-400
Construction	5,100	6,000	900
Extraction & Mining	0	0	0
Finance & Insurance	1,600	1,600	0
Information & communication	3,700	4,400	700
Manufacturing	18,700	24,500	5,800
Professional & Other Private Services	20,300	21,500	1,200
Public Services	28,500	32,800	4,200
Transport & storage	5,800	6,000	200
Utilities	1,700	1,700	0
Wholesale & Retail	18,100	18,400	200
Total	115,400	130,300	14,900

Source: Experian, 2019 and BE Group analysis

2.4 The forecasts project that employment in South Worcestershire will increase by 14,900 full-time equivalent jobs between 2016 and 2041 to 130,300 jobs in 2041. By comparison the forecasts prepared in 2018 projected a 2041 figure of 125,600 full-time equivalent jobs. Therefore the 2041 forecast have increased by 4 percent.

2.5 The change in employment numbers in South Worcestershire by broad sector is illustrated in the graph below.

Figure 1 – Change in FTE Employment 2016-41, South Worcestershire



Source: Experian, 2019 and BE Group and Mickledore analysis

2.6 The table below provides a comparison of the change in employment numbers in the forecasts presented in the EDNA compared with the updated forecasts. The change of employment numbers is a key element in determining the change in demand levels by sector.

Table 4 – Comparison of 2018 and 2019 Forecasts, South Worcestershire

Industry Sector	Change 2016-41		
	2018 Forecast	2019 Forecast	Difference (2019-2018)
Accommodation, Food Services & Recreation	1,800	2,000	200
Agriculture, Forestry & Fishing	200	-400	-600
Construction	-200	900	1,100
Extraction & Mining	0	0	0
Finance & Insurance	300	0	-300
Information & communication	400	700	300
Manufacturing	3,900	5,800	1,900
Professional & Other Private Services	800	1,200	400
Public Services	1,600	4,200	2,600
Transport & storage	1,300	200	-1,100
Utilities	-200	0	200
Wholesale & Retail	-1,200	200	1,400
Total	8,700	14,900	6,100

Source: Experian 2018 and 2019 forecasts and BE Group and Mickledore analysis

2.7 The 2019 Experian forecasts project a higher change over the 2016-41 forecast period than the 2018 Experian forecasts. With this comparison it is noted that:

- Experian have revised down their 2016 estimates (2018 forecast 116,900 and 2019 forecast 115,400), which has the effect of increasing the change over the forecast period.
- The largest change between the 2018 and 2019 forecasts is in the public services sector (largely driven by the health sector, including residential care). The majority of the workforce in this sector would not work within B-class units.
- Of the sectors most relevant to B-class units, manufacturing has been revised up and transport and storage has been revised down, which suggest that the employment mix within industrial estates may be more geared to manufacturing over distribution, than compared to what was forecast in 2018.
- Forecast changes in office-based sectors have not changed significantly between the 2018 and 2019 forecasts.
- Wholesale and retail sector employment has been revised upwards, the wholesale component of this potentially taking B8 warehousing space.

2.8 Looking at the more detailed sector breakdowns for the three local authority areas and for South Worcestershire as a whole provides further insights into the sectoral differences between the 2018 and 2019 forecasts. Generally, the directions of changes for each sector were consistent between the local authority areas (i.e. if one local authority area's forecast increased for a sector, this was typically replicated in the other local authority areas). Table 5 shows the differences between the 2018 and 2019 forecasts for the detailed sectors (2019 minus 2018), with several sectors being unchanged between the two forecast sets.

Table 5 – Differences between 2018 and 2019 Forecasts – Detailed Sectors

Industry Sector	Change from 2018 to 2019 Forecasts			
	Malvern Hills	Worcester	Wychavon	South Worc.
Accommodation & Food Services	200	0	-100	100
Administrative & Supportive Services	0	-400	-300	-700
Agriculture, Forestry & Fishing	-600	0	-100	-700
Air & Water Transport	0	0	0	0
Chemicals (manufacture of)	0	0	0	0
Civil Engineering	0	0	0	0
Computer & Electronic Products (manufacture of)	100	-400	0	-400
Computing & Information Services	100	0	100	200
Construction of Buildings	200	200	100	500
Education	300	200	200	800
Extraction & Mining	0	0	0	0
Finance	0	-200	-100	-300
Food, Drink & Tobacco (manufacture of)	200	0	400	600
Fuel Refining	0	0	0	0
Health	100	500	100	700
Insurance & Pensions	0	0	0	0
Land Transport, Storage & Post	-100	-900	-400	-1,400
Machinery & Equipment (manufacture of)	0	300	500	800
Media Activities	0	100	0	100
Metal Products (manufacture of)	100	400	100	600
Non-Metallic Products (manufacture of)	0	0	0	0

Other Manufacturing	300	0	100	400
Other Private Services	0	-100	-100	-200
Pharmaceuticals (manufacture of)	0	0	0	0
Printing and Recorded Media (manufacture of)	0	0	0	0
Professional Services	300	500	500	1,300
Public Administration & Defence	0	100	200	300
Real Estate	-100	-400	-100	-600
Recreation	100	200	200	500
Residential Care & Social Work	500	200	300	1,000
Retail	100	-100	100	100
Specialised Construction Activities	200	100	400	700
Telecoms	0	-100	0	-100
Textiles & Clothing (manufacture of)	0	0	0	0
Transport Equipment (manufacture of)	0	-400	-100	-400
Utilities	0	0	300	300
Wholesale	200	300	600	1,100
Wood & Paper (manufacture of)	-100	0	-100	-200

Source: Experian 2018 and 2019 forecasts and BE Group and Mickledore analysis

2.9 Significant increases between the 2018 and 2019 forecasts were recorded in professional services, wholesale, residential care and social work, education, manufacturer of machinery and equipment, health and specialised construction activities. Significant decreases between the forecast sets were land transport, storage and post, administrative and support services and agriculture, forestry and fishing. Therefore, some of the differences in the broad sectors in Table 4 are not uniform within that broad sector. For example, the change between the data sets for the broad professional and other private services includes increases in professional services and decreases in administration and support services.

2.10 Regarding any implications for the findings of the EDNA, one should be cautious about reacting too much to new forecast data. Either data set is forecasting employment over a period of over twenty years. Therefore, both would have levels of uncertainty and the additional year's data that is included in the updated forecasts would only have a very modest impact on the level of certainty of the employment trajectories to 2041. Furthermore, the EDNA's recommendations on forecast growth were ultimately based on historic land take-up in South Worcestershire, rather than the employment

forecasts. However, the forecasts are illustrative of potential sector mixes within the employment areas, and indicate a potential higher mix of B2 industrial relative to B8 warehousing.

- 2.11 The table below summarises the forecast change in full-time equivalent employment for the three local authorities.

Table 6 – Change in FTE Employment, South Worcestershire Local Authorities

Industry Sector	Change 2016-41		
	Malvern Hills	Worcester	Wychavon
Accommodation, Food Services & Recreation	700	900	400
Agriculture, Forestry & Fishing	100	0	-600
Construction	500	300	100
Extraction & Mining	0	0	0
Finance & Insurance	0	0	0
Information & communication	100	400	200
Manufacturing	100	2,000	3,700
Professional & Other Private Services	400	600	200
Public Services	1,400	2,700	300
Transport & storage	-100	0	300
Utilities	0	-100	100
Wholesale & Retail	0	-900	1,200
Total	3,200	5,900	5,900

Source: Experian, 2019 forecasts and BE Group and Mickledore analysis

3.0 FURTHER EMPLOYMENT SITES – PRINCIPLES

- 3.1 The EDNA assessed that South Worcestershire would have a shortage of about 169.2 ha of employment land to 2041. The following chapter outlines an approach to addressing this shortage of employment land and the means of delivering additional sites.
- 3.2 While one policy response would be to not allocate further sites (a ‘do nothing’ approach), such a response would significantly impair the South Worcestershire economy. Businesses would struggle to find appropriate accommodation in their preferred area. Existing businesses looking to expand may be unable to do so within South Worcestershire, which would lead to businesses moving out (wholly or partly) from the area, leading to a loss of business activity and employment. Furthermore, businesses looking to move into the area may not be able to do so, with South Worcestershire missing out on that investment. Existing local shortages (e.g. Malvern Hills, Worcester City) would be exacerbated, slowing growth in those areas. Therefore, it is not recommended that a do nothing approach is pursued.
- 3.3 The recent take up of land in South Worcestershire has seen only very moderate growth in Malvern Hills and Worcester City and strong growth in Wychavon. This has largely been a function of the supply of available and suitable employment land. Analysis undertaken as part of the EDNA revealed that there is demand for employment land and premises in Malvern Hills and Worcester, but that this demand cannot be met due to supply constraints. Therefore, while it may be tempting to continue to provide the vast bulk of further employment land over the forecast period in Wychavon as there are more potential sites in this district, there needs to be consideration of the suppressed demand needs of Malvern Hills and Worcester when identifying further supply.
- 3.4 While the planning exercise to ensure that there is sufficient employment land in South Worcestershire to meet market needs is a land assessment exercise, from a business perspective, operators are likely to be looking for premises, rather than land. Only larger businesses, with the capability to design and build their own premises, would be looking for vacant employment land. Small businesses generally have shorter planning timeframes, smaller budgets and less capability to commission a design and build project. Therefore, they will be looking for built premises. As such, it is important that sites that are allocated for employment have the realistic potential to be developed,

either by a single occupier or through a willing developer that would bring premises to the market.

- 3.5 The main EDNA report identified key market sectors that in particular demand in South Worcestershire, including a range of industrial unit sizes, corporate offices and smaller offices. The table below summarises the locational characteristics and key considerations for these employment unit types.

Table 7 – Locational Characteristics of Premises Types

Unit Type	Size Range of Individual Units (sqm)	Locational Characteristics	Overall Commentary
Small Industrial Units	<1,000	<p>Such units would be in multiple locations throughout SW, including in the key settlements of each of the local authority areas and some rural locations. Co-location of units in a cluster/ industrial estate is preferred. In-fill sites with or alongside existing employment nodes is encouraged.</p> <p>Sites require access to the strategic and district road network. Sites within a settlement could include edge of centre sites and on key arterials. Sites should be accessible to commercial traffic and residential markets as these businesses often service both markets.</p> <p>Some rural sites are appropriate to service the rural economy (e.g. machinery servicing, depot, workshops). These should be sensitive to surrounding uses and only be in response to a demonstrable local need.</p>	<p>These units would be taken by a range of manufacturing sectors, including SMEs that are in the supply chains of the key manufacturing sectors of SW and the broader West Midlands economy.</p> <p>Occupiers will be looking for built stock, therefore landholders should be encouraged to build units and bring to the market (freehold and leasehold).</p> <p>Councils may have roles in the development and management of smaller industrial units (e.g. start-up workshops) to encourage new businesses in SW. Councils may take on the full role of developer and landlord, or a part role (e.g. supply of land, taking head-lease to reduce developer risk, joint venture).</p> <p>Refurbishment of existing industrial units should be encouraged to ensure the on-going vitality of existing stock.</p>
Mid-Sized Industrial Units	2,000-3,000	<p>Once again, these units would be in multiple locations throughout SW, including in the key settlements of each of the local authority areas. Co-location of units in a cluster/ industrial estate is preferred. In-fill sites with or alongside existing employment nodes is encouraged.</p> <p>Sites require access to the strategic and district road network. Sites within a settlement would be on key</p>	<p>This unit size would be predominantly taken by manufacturing operators. However, while industrial businesses, they may have a significant component of office space and thus would be a hybrid of office and industrial floorspace. Often this requires a bespoke build of premises for the occupier. Notwithstanding this, there will also be a large proportion of the market for this unit size that would be looking for leasehold, prebuilt premises and able to be accommodated in a standard</p>

Unit Type	Size Range of Individual Units (sqm)	Locational Characteristics	Overall Commentary
		<p>arterials. Traffic impacts, both from staff movements and commercial vehicle movements, will be larger than for smaller units and thus access and connectivity is a higher consideration for these sites.</p> <p>Proximity to a range of services, including business services and facilities for staff is important.</p> <p>Some mid-sized operators would be looking for rural locations (e.g. animal feed manufacturing, F&B processing) due to their connections with the rural economy and/or need to be remote from populations (e.g. odour impacts). Such uses should be examined on a case-by-case basis through the planning process.</p>	<p>industrial unit. Therefore, landholders that develop units for lease should still be encouraged to service this market.</p> <p>This market has increasing expectations as to the quality of premises, with older, low ceiling stock increasingly being shunned by the market. The expectations are for high ceiling, open, high-specification units, often with showroom or corporate standard office components.</p>
Large Industrial and Warehousing	+4,000	<p>Require strong access to the strategic road network, including connectivity to national markets via the M5.</p> <p>Likely to be agglomerated in the larger settlements of Worcester, Pershore, Evesham and Droitwich Spa, where there are established markets for such operations.</p> <p>These units will have 24 hour operations and significant commercial and staff vehicular movements at all times. Therefore sites should ensure sufficient car parking, excellent access and that traffic impacts on the surrounding highway network can be accommodated.</p>	<p>Provision of sites rather than premises is the preference for this sector.</p> <p>These are regionally significant occupiers, including manufacturing and warehousing businesses. They are by definition very land consumptive operations and single occupiers may take a full site allocation.</p> <p>Development activity in this sector is expected to remain strong, with the warehousing sector continuing to benefit from changes in the retail sector (i.e. online shopping).</p>
Corporate Offices	+500	<p>The main focus of units for the corporate office market will continue to be in and around Worcester. This includes business parks (more active sector) and City Centre locations (less active). Further business park sites should be provided at the fringes of Worcester, along the strategic road corridors.</p> <p>Malvern and Evesham would also have opportunities for further corporate office stock in</p>	<p>Occupiers have increasing expectations of their business parks, in terms of the facilities, amenity and quality of premises. Corporate occupiers expect that business parks not only provide office units, but also provide shared services (lunch areas, cafes, meeting spaces, break-out spaces, gym, personal services, etc.) within the business park.</p> <p>Green infrastructure (open spaces, parklands, sports fields, walking</p>

Unit Type	Size Range of Individual Units (sqm)	Locational Characteristics	Overall Commentary
		<p>business park locations. There is likely to be an opportunity for corporate office stock to be provided in Malvern that would connect with the Science Park.</p> <p>Business parks that have an amenable environment and outlook would be attractive in the market, though care would need to be taken to ensure that visual impacts are minimised.</p>	<p>tracks) are also increasingly common in modern business parks. Such facilities can lead to the business park commanding a premium on rents.</p>
Small Offices	<200	<p>These would be located in all local authority areas and in all key and significant settlements. Locations would include high streets (e.g. above retail), business parks, mixed-use sites and industrial/office estates.</p> <p>Some rural office spaces would be appropriate, where need is demonstrated. This would help to retain economic activity and employment opportunities within a local community.</p> <p>Serviced offices and start-up spaces should form part of the mix of office schemes in all local authority areas.</p>	<p>The development sector is more reluctant to develop office schemes on a speculative basis, particularly for smaller units. This is due to the continued tight margins for office schemes.</p> <p>The Councils could have a role in the provision of office spaces, including traditional offices, serviced offices and start-up spaces. Councils may take on the full role of developer and landlord, or a part role (e.g. supply of land, taking head-lease to reduce developer risk, joint venture).</p> <p>It is anticipated that the provision of serviced office space would be a mix of private and public sector as landlords.</p>

Source: BE Group, 2019

- 3.6 The key message from the table above is that the majority of uses will need to be located in or at the fringes of settlements. The employment uses, particularly for mid to larger units, require significant populations in a close proximity, for a ready workforce, markets and supply chains. Importantly, rural sites can only provide a modest role in delivering employment spaces, providing for some small B2 workshops or small B1 office spaces.
- 3.7 New settlements could and should provide for some of the demand for employment land. Larger sites that have the capacity to provide significant housing should also provide non-residential uses where appropriate, including retail, community services, health, education and B-class employment. B-class employment uses should be located on larger master-planned sites that have access to the strategic and/or district road network. B-class employment in such sites should not necessarily be limited to

those that service the new settlement's population, but also should provide for some of the overall demand for South Worcestershire.

- 3.8 For new settlement sites, it is critical that the employment component is brought forward in a timely manner to support overall demand growth in South Worcestershire. There is a risk on such sites that the employment components can be a lower priority for the developer and the housing is delivered in advance of other uses. The Councils can have a role in ensuring that the employment uses are developed in an appropriate timeframe through policy in the SWDPR, a more detailed masterplan SPD, the planning application process, including in pre-application discussions, negotiations regarding the plans and through conditioning any approvals (i.e. tying housing growth to development of other uses). Councils also have an economic development role in encouraging employment growth, acting as a facilitator to bring potential occupiers of employment uses together with the developer. Furthermore, Councils may wish to take an active property role in the employment components – taking a stake in the employment sites and developing it themselves, or by committing to a head-lease in order to reduce the development risk and therefore encourage development. New settlement proposals should include a full masterplan which outlines the timing, scale, types and locations of the employment uses.
- 3.9 Such mixed-use sites can provide a means of delivering employment uses that otherwise may not have been developed by the market. However, not all employment uses are appropriate in mixed-use schemes (even larger master-planned sites) and thus employment only sites should remain part of the mix of further allocations.
- 3.10 It would not be appropriate that all smaller sites, particularly in rural locations, to provide a mix of housing and employment. If housing is required in these locations there should be a separate assessment of the development potential of these sites. Smaller sites in rural locations that are promoted as a mix of housing and employment will not necessarily deliver the best outcome for the provision of employment (or housing) or provide the best benefits to the local community. Many employment uses need separation between them and residential uses. Furthermore, smaller sites that try to fit employment and housing on the one site will lead to only a narrow type of employment being provided, rather than the broader uses that are required for the South Worcestershire economy.

- 3.11 Notwithstanding this, some co-location of employment and housing can be appropriate on smaller rural sites, such as live/work schemes or low impact employment uses that serve a localised population.
- 3.12 The EDNA forecasted demand for employment to 2041 for South Worcestershire, with a division of this demand into the constituent local authorities. The EDNA included an initial assessment division of this overall employment demand based on past take-up patterns in the three local authorities (Table 26 of the EDNA) and a revised division based on the assumption that past take-up in Malvern Hills and Worcester have been stifled due to a lack of supply (Table 27 of the EDNA and replicated in Table 1 of this report). The revised forecast of demand accounts for some movement back to Malvern Hills and Worcester as land becomes available. If, however, it is not possible to allocate sufficient land in Malvern Hills and Worcester to achieve the desired rebalancing of supply, the overall demand trajectory for South Worcestershire should still be targeted.
- 3.13 As mentioned above, the Councils can take an active role in ensuring the development of employment allocations to serviced sites and employment premises, which is what businesses would be looking for. There are several mechanisms that help to bring projects to the market, of which the Councils could have a small or leading role. The table below summarises some of the typical and innovative mechanisms of project delivery, including commentary on the role that a Council may take in the project.
- 3.14 While the table discusses the potential role of the Councils, Local Enterprise Partnerships (LEPs) may also take on some of these roles to drive development, particularly in Enterprise Zones.

Table 8 – Delivery Mechanisms

Mechanism	Description
Private Sector Led/Private Sector Funded	Assumes a development is financially viable and has a willing developer. Public sector input will be limited to positive engagement by planning and economic development officers, to ensure a smooth delivery of the relevant property mix.
Revised Development Mix	Assumes a development viability gap, but no direct public sector intervention. Rather council officers and the developer negotiate a revised development mix which includes a stronger element of higher value uses to offset the gap. This does not automatically mean housing but could include retail or leisure uses, appropriate to the location, which can also improve values. Pubs/restaurants, a gym or hotel are examples of uses that both generate reasonable returns for developers and can improve the offer and attractiveness of a business park scheme.

Mechanism	Description
Low Level Public Support	Public sector support does not always mean large scale investment. Sometimes a landowner may simply be unaware of the full potential of their site, level of market demand or how site constraints can be overcome. An increasingly common approach therefore is for local authorities to assume some of the initial research costs, producing for example a planning brief or masterplan to show the owner/developer what is possible and prompt development. Support on site/area marketing may also be welcome.
Acquisition	Council buys the land to undertake direct development or in partnership. Once developed, Council may look to offload the asset or retain and manage the units.
Joint Venture Agreement	<p>A defined agreement between public sector agencies and private developer partners. It is most commonly used where land is, at least in part, owned by the public sector. The public sector can then support development by inputting the land at low or nil value or by seeking out infrastructure funding.</p> <p>Such a Joint Venture partnership can take a number of forms:</p> <ul style="list-style-type: none"> • Contractual Partnership – Normally a short term arrangement where the parties enter into a contractual arrangement where one party, usually the developer, will deliver. It would relate to the most straightforward developments. • Joint Venture through formation of a limited company formed through share issue - A common arrangement where each party will put in an element of cost and risk, and the return reflects the share. The council may put in land and/or capital, the developer will often meet development costs. The arrangement may see proceeds distributed in different ways. This could be a revenue share, or a share on sale of the investment. The party taking the greater level of risk will normally have first call on the profit. • Company limited by guarantee – Tends to be more for non-profit making arrangements, and can introduce a number of partners to the company. This arrangement is more likely to be suitable for marketing and promotion of regeneration schemes rather than a Joint Venture to deliver development.
Direct Public Support	This may be in the form of direct development funding or funding infrastructure. It may also be through rental guarantees or other forms of security.
Annuity Rent	This is also increasingly used to support investments by pension funds and other major financial institutions into developments. The institution will fund the development in exchange for a lease of circa 35 years and an annuity rent paid by a secure covenant such as the council acting as developer. This would be a low but secured rent over the time period with agreed uplifts. The developer can then sub-let at market value to obtain a profitable rent. At the end of the 35 years the property will revert to the developer for £1 and the developer retains the long term asset value.
Revolving Infrastructure Fund	A method for paying for supporting infrastructure development on sites with otherwise good development potential. The public sector may use a range of funding such as prudential borrowing to provide funds in exchange for a long term payback of Business Rates, land receipts or associated income uplift. Where development is BREEAM Excellent, 100% of business rate levied can now be retained by the borrowing agency.

Source: BE Group, 2019

4.0 FURTHER EMPLOYMENT SITES – REVIEW OF CANDIDATE SITES

- 4.1 The principles outlined in the previous chapter have been considered in assessing the candidate sites that have emerged from the Call for Sites process. BE Group has been provided with a list of sites that were put forward from the Call for Sites process that included an employment component (either full employment site or part of a mix of uses).
- 4.2 These sites have been assessed as to their potential to deliver some of the additional employment land requirement for South Worcestershire. They have been assessed using the same criteria as the existing SWDP employment allocations were assessed upon in the EDNA (see Appendix 9 of the EDNA). Each site is given a score for these criteria, with a higher score suggesting a stronger site from a market perspective. BE Group has also provided commentary on the sites, critiquing their key characteristics from an employment perspective and reviewing their market potential. Each site was given a final recommendation, being one of:
- Recommend for employment use
 - Do not recommend for employment use
 - Consideration for employment
- 4.3 Sites that are given the ‘Consideration for employment’ recommendation have not been ruled out for employment uses, though at this stage BE Group is not prepared to recommend them as preferred employment allocations. These more marginal sites have some attractive characteristics that would be useful for an employment site, but also some characteristics that are less attractive. Further investigation is warranted, including a further understanding of the promoter’s intentions for the site.
- 4.4 These ‘Consideration for employment’ sites were also categorised thus, with the understanding that the employment land shortfall between forecast demand and current supply is substantial in South Worcestershire to 2041. Therefore, many sites across the sub-region need to be identified and brought forward. As such, marginal sites that may be discounted in areas of low demand with more current supply, may in the end need to be included in the South Worcestershire Development Plan Review Preferred Options.

4.5 The assessment of the sites is tabulated in Appendix 1 of this Addendum report. In Appendix 1, the sites have been sorted by the Call for Sites identification label, by local authority and by score.

4.6 Key things to note from the assessment of the sites include:

- The largest number of sites that were assessed and the largest sites were in Wychavon District, which is the local authority with the highest forecast demand for employment land to 2041.
- Many sites have been submitted as employment and/or housing sites, including very large sites (or clusters of sites) that could form a new settlement in South Worcestershire and smaller sites within or at the fringes of existing settlements or in rural locations.
- These large employment and housing sites have been assessed on the basis that a component of the site will come forward for employment. The actual yield of employment land on these sites will not be known until the promoters undertake master-planning work.
- As mentioned earlier in this report, many small sites that have been put forward for housing and employment uses will not be a preferred outcome for South Worcestershire. While some co-location of housing and employment uses may be appropriate on smaller sites, this will not always be the case and limits the potential employment types on such sites. Comment has been made as to the employment potential of these sites. It is likely that the landholders of some of these sites that are being put forward for housing and employment are more interested in the housing component and are using employment as a back-up. Therefore, these sites may be less likely to be delivered for employment than other sites promoted solely for employment uses.
- Many of the sites put forwarded are in rural locations. While the rural economy is important in South Worcestershire and rural B1, B2 and B8 uses form part of this rural economy, a proliferation of such uses throughout the sub-region is not appropriate. Therefore, some sites have not been recommended for employment uses where it is unclear where the market demand for employment uses in the rural location might emerge from.
- Some sites in rural locations, though not far from key settlements, might form part of the key settlement's provision of employment land. For example, areas near to but not connected with the urban footprints of Malvern, Worcester or

Evesham might provide a solution to capacity constraints in the settlements themselves. While not an optimal solution, this may be a pragmatic solution to the provision of sufficient employment land. An example of this would be further sites around Blackmore Industrial Estate in Malvern Hills that have been submitted. While these three sites, in addition to existing uses and the employment allocation in this locality, appear to be in excess of requirements for this location, in the context of a severe lack of supply in Malvern, this node could provide an appropriate employment expansion area for Malvern.

- 4.7 Overall 55 of the 164 sites assessed have been recommended for employment uses. This includes a range of locations and land sizes. **In total some 253 ha of land has been recommended for employment uses**, which is in excess of the total requirement in South Worcestershire to 2041 of 160 ha (2019 update, see Table 2). This 253 ha total does not include large new settlement sites, which require further master-planning to determine the appropriate quantity of employment to be provided within these settlements. This total also does not include sites classified as ‘Consideration for employment’ which represents some 148 ha of land that has some merit for employment.
- 4.8 It should be recognised that not all candidate sites that have been assessed will eventually be built out for B-class employment use. This could be due to several factors including changing plans of the landholder, further constraints identified on the sites upon further investigation, feasibility obstacles, etc. that mean that some sites do not come forward as anticipated. However, with a 93 ha margin above the forecast requirement, and further employment land likely to be delivered through new master-planned settlements coming forward, it is considered at this stage that there is sufficient land that is available to provide for the forecast requirement in the EDNA.
- 4.9 The following table provides the list of sites that have been recommended for employment through this assessment. Further details are provided in Appendix 1.

Table 9 – Sites Recommended for Employment

Site ID	Address	Score	Whole or Part of Ste
CFS0061	Hartlebury Trading Estate, Crown Lane, Hartlebury, DY10 4JB	64	whole
CFS0073	Draycott Villa Nurseries, 23 Main Road, Kempsey, Worcestershire, WR5 3NY	55	whole
CFS0082	Land off B4208 between Hill View Area and Willow End Business Park	40	whole
CFS0084	Land off B4208 between disused railway track and Willow End Business Park	40	whole
CFS0092	Land at Woodbury Lane, Norton Juxta Kempsey, Worcestershire	44	whole
CFS0099	Land off Evesham Road, North of the Twyfare Rounabout. GR SP040464	48	whole
CFS0100	Wyre Road North, Pershore	53	whole
CFS0102	South of Keytec East, Business Park, Pershore	60	whole
CFS0103	Keytec East Business Park, Pershore	54	whole
CFS0123	Land off Walkers Lane, Whittington	58	whole
CFS0151	Advantage Chemicals Ltd, Advantage Business Park, Spring Lane South, Malvern, WR14 1AT	75	whole
CFS0155	Apex Motorcross @ Coneybury Wood, Pershore Lane, Tibberton, WR4 0AA	63	whole
CFS0190	Plot 1 - Land off Claphill Lane, Rushwick, Worcester	51	whole
CFS0191	Plot 2 - Land off Claphill Lane, Rushwick, Worcester	51	whole
CFS0235	Worcester West	52	part
CFS0236	Worcester West	52	part
CFS0256	Lands at Ryall Grove OS SO867408	49	whole
CFS0270	Land at Worcester Parkway, Norton JuxtaKempsey, Worcestershire	40	whole
CFS0271	Land between A449 and Hindlip Lane and land off Hurst Lane, Fernhill Heath.	44	whole
CFS0278	Land to the east of junction 5 of the M5	55	whole
CFS0279	Land to the West of Stoke Road	55	whole
CFS0280	Land west of M5, junction 5	51	whole
CFS0309	Land off Greenhill (A4184) and Worcester Road (B4624), Evesham	47	part
CFS0375	Land west of the A4440 Whittington Rd/ Swinesherd Way	60	whole
CFS0398	Land immediately adjoining western side of Hams Way, Rushwick, Worcester, WR2 5SU	53	whole

Site ID	Address	Score	Whole or Part of Site
CFS0400	Eatons Farm, Church Lane, Tibberton, Droitwich, WR9 7NW	45	whole
CFS0436	Land off Pershore Lane, Nr Tibberton, Worcester	63	whole
CFS0456	Great Buckmans Farm, Malvern (Land north of Grit Lane, Malvern)	45	part
CFS0501	Land at Hampton Lovett (West of A442) SO884656 X – 388414 Y - 265643	55	whole
CFS0502	Land at Hampton Lovett (East of A442) SO885659 X – 388592 Y - 265908	55	whole
CFS0553	Newland Court, Worcester Road, Malvern WR13 5BA	48	part
CFS0554	Newland Court, Worcester Road, Malvern WR13 5BA	48	part
CFS0559	Below and skirting around Drakes Broughton Business Park, Worcester Road, Drakes Broughton, Worcs. WR10 2AG	37	whole
CFS0596	Land bounded by Whittington Road, Woodbury Lane, Church Lane and the M5	51	whole
CFS0629	Wadborough Hall Farm, WR8 9HJ	37	part
CFS0667	Woodlands farm (north), Piddle Brook Lane, Upper Moor	49	whole
CFS0680	Land off Sawmills Walk/Briar Close Evesham SP033444	51	whole
CFS0695	Land to the South of the Grove, Ryall, WR8 0PU SO 86734 40989	49	whole
CFS0696	Land to the north of Digaway SO 86734 40989	45	whole
CFS0703	Land at Worcester Woods	75	whole
CFS0709	No 72 High Street, Evesham, WR11 4YD	68	part
CFS0742	Land at Drakes Broughton	42	part
CFS0793	Buckle Street, Honeybourne	40	part
CFS0891	Land south of Vale Park, Evesham	47	whole
CFS0917	Land South of Worcester Parkway Station	33	whole

Sources: BE Group analysis of Call for Sites list of sites

Site Name	ID	Size (ha)	Type	Site Location and Access				Planning Status	Site Conditions				Site availability	Total	Market - led Sub-total	Potential Employment Use	Overall Comments	Recommendation
				Strategic Road Proximity	Prominence	Public Transport	Sequential Test		Services Availability	Constraints	Environmental Setting	Flexibility						
Midlands Farm, (Meadow Farm Park) Hook Bank, Hanley Castle, Worcestershire, WR8 0AZ	CFS0029	1.3	Greenfield	6	1	0	3	1	0	6	7	8	3	35	25	rural workshops	Partially treed site in rural location. While <0.5km from A4104, this site is remote from key settlements and would provide only small, rural units at most.	Do not recommend for employment use
Land adjacent to 4 Drury Lane , Martin Hussingtree , Worcester	CFS0039	0.92	Greenfield	6	1	5	7	1	0	8	7	7	0	42	28	small workshops	Drury Ln is a very narrow lane that would require upgrades if site is to be used for employment. Neighbouring uses are residential. In green belt.	Do not recommend for employment use
Hartlebury Trading Estate, Crown Lane, Hartlebury, DY10 4JB	CFS0061	1.7	Greenfield	4	4	5	10	4	7	8	8	8	6	64	34	industrial, warehousing	6 sites that represent expansions of Hartlebury IE. Logical options for growth of estate. Suitable for employment	Recommend for employment use
Draycott Villa Nurseries, 23 Main Road, Kempsey, Worcestershire, WR5 3NY	CFS0073	2.6	Brownfield (existing nursery)	8	7	5	7	1	3	6	7	8	3	55	37	light industrial/ industrial	Reuse of existing plant nursery. Potential to provide local services for Kempsey population, likely to be small industrial units. Likely to be pressure for residential uses.	Recommend for employment use
Orchard Farm, Evesham Road, Norton, WR11 4TL	CFS0074	4.4	Greenfield	6	6	5	3	1	0	6	7	7	3	44	29	mixed B-class uses	Site with frontage to key B-road. Flat site with farm buildings and field. Would serve the Evesham catchment, though site is not contiguous with urban settlement.	Consideration for employment
Land off B4208 between Hill View Area and Willow End Business Park	CFS0082	6.5	Greenfield	4	5	0	3	1	0	8	8	8	3	40	28	industrial, warehousing	Large, flat site alongside Willow End Business Park, the site could provide an extension of this estate, though it is questionable whether an extension would be warranted. Given its neighbouring use, this could provide an employment site, if sites closer to Malvern Hills are not available.	Recommend for employment use
Land at Junction of B4209 and B4208 (Blackmore Park Road) opposite 3 Counties Showground	CFS0083	7.5	Greenfield	4	5	0	3	1	0	8	7	8	3	39	27	industrial, warehousing	Large, flat site at the intersection of two B-roads. Proximity to Showgrounds gives the site local prominence. However, site remains rural in nature and is not neighbouring other employment uses.	Consideration for employment
Land off B4208 between disused railway track and Willow End Business Park	CFS0084	2	Greenfield	4	5	0	3	1	0	8	8	8	3	40	28	industrial, warehousing	Site to the south of Willow End Business Park. Site would share access point with business park. Smaller site than CFS0082, this site could also be an extension of Willow End BP, though once again demand is questionable.	Recommend for employment use
Land at Woodbury Lane, Norton Juxta Kempsey, Worcestershire	CFS0092	1.4	Greenfield	6	5	5	5	1	0	8	7	7	0	44	30	industrial, warehousing	Site has frontage to Whittington Rd and is opposite existing employment uses. While little other settlement is surrounding site, there is an established employment node at this locality and the site would represent a logical expansion of this node. Whittington Rd is a key corridor between Pershore and Worcester/M6	Recommend for employment use
Land off Evesham Road, North of the Twyfare Rounabout. GR SP040464	CFS0099	4.7	Greenfield	8	8	5	3	1	0	6	7	7	3	48	33	mixed B-class uses	Site has frontage to A46 and A44. If access can be secured, this site represents a reasonable site a mix of uses, requiring a high profile site	Recommend for employment use
Wyre Road North, Pershore	CFS0100	1.5	Greenfield	6	4	5	7	1	3	8	8	8	3	53	33	mixed B-class uses	Flat field, close to but not adjacent to Pershore's industrial areas. Pershore HS's fields are to the north of the site. Reasonable site for employment, though would need to ensure contiguous development.	Recommend for employment use
South of Keytec East, Business Park, Pershore	CFS0102	0.9	Greenfield	6	4	5	7	1	7	8	8	8	6	60	33	mixed B-class uses	Site is to the south of existing employment allocation that has been partially development for employment. Logical extension of employment uses.	Recommend for employment use
Keytec East Business Park, Pershore	CFS0103	1	Greenfield	6	4	5	7	1	3	6	8	8	6	54	33	mixed B-class uses	Site is to the east of existing employment allocation that has been partially development for employment. Logical extension of employment uses. Requires some access issues to be resolved	Recommend for employment use
Field to the North-East of Lower Tundridge Farm, Suckley, WORCESTERSHIRE, WR6 5DR	CFS0112	10	Greenfield	0	2	0	3	1	0	4	7	8	3	28	20	cottage industries or rural workshops	Site brought forward along with CFS0113 & CFS0114. Site is far removed from key urban settlements and unlikely to have significant demand for B-class uses. Noted that site is proposed as a mixed housing, employment, tourism scheme, any employment is likely to be related to tourism.	Do not recommend for employment use
Land to the South of Lower Tundridge Farm, Suckley, WORCESTERSHIRE, WR6 5DR	CFS0113	4.5	Greenfield	0	2	0	3	1	0	4	7	4	3	24	16	cottage industries or rural workshops	Site brought forward along with CFS0112 & CFS0114. Site is far removed from key urban settlements and unlikely to have significant demand for B-class uses. Noted that site is proposed as a mixed housing, employment, tourism scheme, any employment is likely to be related to tourism.	Do not recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
Field to the West of Lower Tundridge Farm, Suckley, WORCESTERSHIRE, WR6 5DR	CFS0114	1.7	Greenfield	0	2	0	3	1	0	4	7	8	3	28	20	cottage industries or rural workshops	Site brought forward along with CFS0112 & CFS0113. Site is far removed from key urban settlements and unlikely to have significant demand for B-class uses. Noted that site is proposed as a mixed housing, employment, tourism scheme, any employment is likely to be related to tourism.	Do not recommend for employment use
Park Farm, Blackmore Park Road, Malvern, WR14 3LF (378982,243813)	CFS0117	13.9	Greenfield	4	5	0	3	1	0	8	7	8	3	39	27	industrial, warehousing	Site is near to (but not adjacent) Blackmore Industrial Estate and existing employment allocation. Site is generally flat and used for cropping. Somewhat distant from Great Malvern, though closer than other potential options, this site could provide for broader Malvern needs	Consideration for employment
Land off Walkers Lane, Whittington	CFS0123	4	Greenfield	9	8	5	7	1	3	6	8	8	3	58	40	mixed B-class uses	Key strategic location at intersection of 2 A-roads. Large, flat site, suitable for a range of employment uses, could be industrial or good quality business park. Requires access upgrades from the A-roads or roundabout	Recommend for employment use
Land adjoining Blackmore Park, Malvern	CFS0141	9	Greenfield	3	3	0	3	1	0	8	7	8	3	36	24	industrial, warehousing	Site is alongside Blackmore Industrial Estate, though does not have the road frontage that CFS0117 has. Could provide an expansion of the Blackmore IE, serving Great Malvern.	Consideration for employment
Parcel A - Land adjacent Broadway Road, Wickhamford, Evesham	CFS0142	6	Greenfield	9	8	5	7	1	0	6	7	7	3	53	38	industrial, warehousing	Large, flat site, near to but not contiguous with the Evesham urban settlement. High profile site at a key entrypoint of Evesham. Should be relatively straightforward to develop, with traffic impacts the key consideration. Reasonably close to Vale Park IE, though disconnected. Preference would be for a contiguous expansion of Vale Park	Consideration for employment
Parcel B - Land adjacent Broadway Road, Wickhamford, Evesham	CFS0143	1.6	Greenfield	6	1	5	7	1	0	4	5	4	3	36	23	industrial, warehousing	Flat site to the rear of CFS0142. Would require development of CFS0142 to open up this site, unless access can be established via Vale Park IE via employment allocation SWDP51/3. Preference would be for a contiguous expansion of Vale Park	Consideration for employment
Advantage Chemicals Ltd, Advantage Business Park, Spring Lane South, Malvern, WR14 1AT	CFS0151	0	Existing employment area	5	4	5	10	10	7	10	10	4	10	75	33	industrial, warehousing	Existing employment use on site, within a broader industrial estate. Appropriate to continue as an employment use	Continue to support for employment
Apex Motorcross @ Coneybury Wood, Pershore Lane, Tibberton, WR4 0AA	CFS0155	4.5	Brownfield (motorcross)	10	10	5	7	1	3	8	8	8	3	63	43	mixed B-class uses	Site at J6 of the M5, providing a very high profile position, likely to be attractive to the market. Some sloping on site, potentially adding to development costs. Access from the junction, which is already busy, would need to be resolved. Suitable for high quality mixed B-class uses	Recommend for employment use
Land off Abbey View Road (B4083), Wyre Piddle, Worcs. WR10 2HT	CFS0169	1.3	Greenfield	8	8	5	7	1	0	8	7	7	0	51	37	industrial, warehousing	Site at roundabout on A44, near to Pershore's industrial areas and SWDP3/2, though separated from these areas by roads and rail corridor. Potential longer term option, once further areas are developed out.	Consideration for employment
Plot 1 - Land off Claphill Lane, Rushwick, Worcester	CFS0190	2	Greenfield	9	8	5	7	1	0	6	7	5	3	51	36	office, industrial	Prominent site at roundabout at intersection of A44 and A4103. Site is near to the urban area of Worcester and could serve part of Worcester's demand. Access and transport would be key considerations, given frontage to main roads and near roundabout.	Recommend for employment use
Plot 2 - Land off Claphill Lane, Rushwick, Worcester	CFS0191	4.2	Greenfield	9	8	5	7	1	0	6	7	5	3	51	36	office, industrial	Site south of CFS0190. Prominent site at roundabout at intersection of A44 and A4103. Site is near to the urban area of Worcester and could serve part of Worcester's demand. Access and transport would be key considerations, given frontage to main roads and near roundabout.	Recommend for employment use
Land west of A38, approx. centred on Grid Ref. 386704, 239984	CFS0202	4																duplicate of CFS0205
Land west of A38	CFS0205	4	brownfield (quarry)	8	7	0	3	1	0	4	4	6	3	36	28	industrial, warehousing	Cemex quarry site, potential for reuse of the site, or use of extraneous land. Appropriate to co-locate with industrial uses, though questionable whether there is demand in this area.	Consideration for employment

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
Strensham Garden Village East of the M5	CFS0206	0	Greenfield	10	10	0	3	3	0	4	7	7	0	44	37	mixed B-class uses	Major masterplan site at J8 of the M5. Site would be residential-led. Appropriate site for high profile businesses, including large units and quality business park. Substantial infrastructure would be required. Delivery of employment uses likely to require housing to proceed to fund full scheme. Council should ensure that employment opportunities are not lost to housing.	Consideration for employment
Land adj to the B4211 OS: SO843394	CFS0209	2.85	Greenfield	4	5	0	3	1	0	8	7	8	3	39	27	industrial, warehousing	Large moderately flat site, currently used for cropping. Site is approx 1km from Upton upon Severn. Could provide for rural employment uses, though questionable that there is sufficient demand in this location. Other employment areas can provide for Upton's needs within the town itself	Do not recommend for employment use
Worcester West	CFS0235	0	Greenfield	4	5	5	7	4	0	8	8	8	3	52	32	office, industrial	Part of broader Worcester West site, which anticipates housing and employment growth. Employment uses should have strong access to key arterials and have sufficient screening to between residential uses. Office and clean industrial opportunities.	Recommend for employment use
Worcester West	CFS0236	4	Greenfield	4	5	5	7	4	0	8	8	8	3	52	32	office, industrial	Part of broader Worcester West site, which anticipates housing and employment growth. Employment uses should have strong access to key arterials and have sufficient screening to between residential uses. Office and clean industrial opportunities.	Recommend for employment use
Willersey Road, Badsey, Evesham WR11 7HB	CFS0238	2	Greenfield	1	0	5	7	1	0	2	5	5	0	26	18	rural workshops	Site with no road frontage at the southern edge of Badsey. Flat site used for cropping. Access would need to be across other sites.	Do not recommend for employment use
Lands at Ryall Grove OS SO867408	CFS0256	1.2	Greenfield	8	7	0	7	1	0	8	8	7	3	49	37	industrial, warehousing	Prominent on A38, site is south of small existing industrial estate. Potential for further small industrial units. Also close to residential dwellings and thus would need screening or other mitigation methods.	Recommend for employment use
Land at Ryall Grove OS 0867407	CFS0257	0.5	Greenfield	6	4	0	7	1	0	6	8	7	3	42	32	industrial, warehousing	South of CFS0256. Current access would be through a residential street. If opened up for employment, would require development of CFS0256 first. Also close to residential dwellings and thus would need screening or other mitigation methods.	Consideration for employment
Land at Ryall Grove OS 0869407	CFS0258	1.2	Greenfield	6	2	0	7	1	0	4	7	6	3	36	28	industrial, warehousing	Site south-west of CFS0256. Current access would be through a residential street. Appears to be very difficult to open site up for employment as it would require linking through other sites.	Do not recommend for employment use
Land at Worcester Parkway, Norton Juxta Kempsey, Worcestershire	CFS0270	3.6	Greenfield	6	3	5	5	1	0	6	7	7	0	40	28	industrial, warehousing	Site is adjacent to existing employment uses. While little other settlement is surrounding site, there is an established employment node at this locality and the site would represent a logical expansion of this node. Whittington Rd is a key corridor between Pershore and Worcester/M6	Recommend for employment use
Land between A449 and Hindlip Lane and land off Hurst Lane, Fernhill Heath.	CFS0271	0	Greenfield	7	8	5	3	1	0	6	7	7	0	44	32	mixed B-class uses	Large site with long frontage to A449. Large Blackpole industrial area is to the south of A449, though A449 does represent a significant barrier. Good connectivity to M5. Site would require substantial infrastructure to open up, though could ultimately be a high profile employment area serving Worcester's demand and wider area	Recommend for employment use
Land between A449 and Hindlip Lane and land off Hurst Lane, Fernhill Heath.	CFS0272	0											0	0				
Land to the east of junction 5 of the M5	CFS0278	0	Greenfield	10	10	5	7	1	0	6	8	8	0	55	43	mixed B-class uses	Site along with CFS0279 and CFS0280. Flat, greenfield site at J5 of M5. Access would need to be established from existing roundabout. Attractive site for employment uses.	Recommend for employment use
Land to the West of Stoke Road	CFS0279	0	Greenfield	10	10	5	7	1	0	6	8	8	0	55	43	mixed B-class uses	Site along with CFS0278 and CFS0280. Relatively flat, greenfield site at J5 of M5. Access would need to be established from existing roads, potentially including on-ramp to M5. Attractive site for employment uses.	Recommend for employment use
Land west of M5, junction 5	CFS0280	0	Greenfield	10	10	5	3	1	0	6	8	8	0	51	39	mixed B-class uses	Site along with CFS0278 and CFS0279. Relatively flat, partially treed site west of J5 of M5. Urban settlement is to the east of M5. Access would need to be established. Attractive site for employment uses.	Recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
The former dairy buildings, Offerton Fam, Hindlip, Worcester	CFS0282	0.8	Brownfield (farm buildings)	2	9	0	3	1	0	4	7	7	0	33	28	industrial, warehousing	Site currently occupied by farm buildings. While close to and visible from the M5, access is awkward and via narrow road. Reasonably close to major employment areas, but separated and would not represent a contiguous development.	Do not recommend for employment use
Open fields to the South of the former dairy buildings, Offerton Farm, Hindlip, Worcester	CFS0283	0	Greenfield	7	9	0	3	1	0	6	8	8	0	42	35	industrial, warehousing	Site currently flat and used for cropping. Close to and visible from the M5, though would require access upgrades to open this site. Reasonably close to major employment areas, but separated and would not represent a contiguous development.	Consideration for employment
Open fields to the South of Worcester Parkway Station	CFS0288	9												0	0			
Land east of Abbey Road (A4184), Evesham	CFS0307	3.2	Greenfield	9	8	10	7	1	0	4	8	8	3	58	40	mixed B-class uses	Centrally located site in Evesham. Amenity is high, with outlook over the River Avon. Close to services. Could be a high quality business park site. Potential flooding constraints that would need to be resolved.	Consideration for employment
Land off Greenhill (A4184) and Worcester Road (B4624), Evesham	CFS0309	21.5	Greenfield	6	6	5	7	1	0	6	8	8	0	47	35	industrial, warehousing	Large flat site in the north of Evesham. Would require improved access points, potential including other sites, and significant infrastructure to develop. Neighbouring uses are residential to the east and commercial to the west. Could be positioned to provide similar commercial uses to existing. Could provide some of Evesham's demand.	Recommend for employment use
Land south of Copcut Lane and West of A38, Droitwich, Worcs	CFS0312	0	Greenfield	2	1	5	3	1	0	4	7	8	0	31	21	mixed B-class uses	Large, relatively flat site south of Copcut Ln. North is a recent residential development. More likely development site for residential, with any non-residential uses likely to be retail or community uses.	Do not recommend for employment use
Land at Bevans Lane, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QY	CFS0313	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	Site brought forward with CFS0314, CFS0315, CFS0316, CFS0317, CFS0318, CFS0319, CFS0320. Site in isolation not appropriate to come forward for employment. As part of broader masterplanned settlement, could support some employment uses once settlement is established. Should not impinge on Evesham employment functions. Detailed masterplanning should include market assessment of employment opportunities and demand for employment emerging from any new settlement in this location. Masterplan should look to provide some of this employment demand on site. Any employment uses should be in prominent locations, with excellent access.	Consideration for employment
Land at Bevans Lane and Station Road, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QX	CFS0314	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land adjacent the A46 Hinton on the Green, Nr. Evesham, Worcs.	CFS0315	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land adjacent the A46 Hinton on the Green, Nr. Evesham, Worcs.	CFS0316	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land at Hinton Cross, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QY	CFS0317	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land situated between Netherton Lane and Hinton Village, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QY	CFS0318	0	Greenfield	7	7	0	3	1	0	4	7	7	0	36	31	mixed B-class uses	see CFS0313	Consideration for employment
Land between Station Road, Hinton on the Green, WR11 2QX and Netherton Lane	CFS0319	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land at Bevans Lane, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QY	CFS0320	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land west of Hanbury (inbetween Pumphouse Lane, Salt Way and the B4091)	CFS0322	0	Greenfield	0	2	0	3	1	0	6	8	8	0	28	21	rural workshops	Relatively flat, large site on edge on Hanbury settlement. Not appropriate to bring full site forward as employment, though part of the site could be for employment if developed as part of a residential-led scheme. Employment units would only be very small workshop units serving the local population.	Consideration for employment

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		ied Sub-total	Employment Use		
Land at Westfields, Berrington Road, Tenbury Wells WR15 8EN	CFS0324	0	Greenfield	2	5	0	7	1	0	6	7	7	3	38	28	small workshops	Site is proposed for retirement village, with employment being to support this. Not appropriate site for B-class employment uses	Do not recommend for employment use
SHERRARDS GREEN, MALVERN, WORCS. WR13 5AF	CFS0327	1.9	Greenfield	1	3	0	3	1	0	6	7	7	3	31	21	office, industrial	Site is reasonably close to Malvern, though on a relatively narrow road. Access to the site is unknown. No surrounding employment uses.	Do not recommend for employment use
LAND AND BUILDINGS AT THROCKMORTON AIRFIELD, LONG LANE, PERSHORE, WR10 2JH	CFS0338	0	Brownfield (airfield)	0	2	0	3	1	3	6	5	8	3	31	18	industrial, warehousing	Site includes employment allocation SWDP3/1, as well as tarmac and runway areas. Airfield site, with range of reuses of airfield buildings. Expansion of employment over and above the existing allocation would need to demonstrate a need for further premises in this location. If expanding the development to include new build rather than reuses of existing buildings, this necessitates a higher rent level and therefore different market for this site. Businesses in this market are more likely to locate to Pershore, Worcester or Evesham.	Consideration for employment
Shrub Hill Retail Park, Tallow Hill, Worcester, WR5 1HE (parcel west of Worcester & Birmingham Canal).	CFS0356	0.81	Brownfield (retail)	7	8	5	10	8	7	8	6	6	0	65	37	ground floor offices	CoU for residential on this site. Any B-class employment uses likely to be ancillary offices, but more likely to be retail of dining uses.	Do not recommend for employment use
Land situated between Netherton Lane and Hinton Village, Hinton on the Green, Nr. Evesham, Worcs. WR11 2QY	CFS0374	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land west of the A4440 Whittington Rd/ Swinesherd Way	CFS0375	4.5	Greenfield	9	8	5	7	1	3	8	8	8	3	60	40	mixed B-class uses	Key strategic location at intersection of 2 A-roads. Large, flat site, suitable for a range of employment uses, could be industrial or good quality business park.	Recommend for employment use
Pershore Airfield, Long Lane, Throckmorton, Pershore, WR10 2JH	CFS0378	0	Brownfield (airfield)	0	2	0	3	1	3	6	5	8	3	31	18	industrial, warehousing	Site to the north of CFS0338. Vacant site, would require considerable infrastructure to bring forward. Airfield site, with range of reuses of airfield buildings. Expansion of employment on the existing allocation would need to demonstrate a need for further premises in this location. Only likely to be development for employment is part of a new settlement.	Consideration for employment
Land adjacent The Villa, Hinton on the Green, Evesham (9252)	CFS0382	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land adjacent The Villa, Hinton on the Green, Evesham (5776)	CFS0384	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land at Greville Hall Farm, Hinton on the Green, Nr Evesham, WR11 7QX (4229 etc)	CFS0388	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Home Farm, Church Lane, Pinvin, Pershore, Worcestershire, WR10 2EU	CFS0395	0	Greenfield	6	1	0	3	1	0	2	7	7	0	27	24	industrial, warehousing	Site is reasonably close to A44 and Pershore (though north of A44). However, access to the site is unclear and likely to include considerable infrastructure costs. Difficult site to bring forward.	Do not recommend for employment use
Land immediately adjoining southern side of A44, Wyre Piddle, Pershore, Worcestershire, WR10 2HS	CFS0396	4.5	Greenfield	8	8	5	7	1	0	6	8	8	0	51	39	industrial, warehousing	Site has frontage to the A44 and is close to Pershore industrial areas (though not adjacent). Site could be brought forward for expansion site of Pershore industrial or for trade counter, highway uses.	Consideration for employment
Land immediately adjoining western side of Hams Way, Rushwick, Worcester, WR2 5SU	CFS0398	7.18	Greenfield	9	8	5	7	1	0	6	7	7	3	53	38	office, industrial	Site has frontage to A440. Access to site would need to be established from existing roundabout, therefore transport/access considerations would need to be resolved.. Large, relatively flat site, could meet part of Worcester's demand.	Recommend for employment use
Eatons Farm, Church Lane, Tibberton, Droitwich, WR9 7NW	CFS0400	28	Greenfield	8	8	5	3	1	0	4	8	8	0	45	35	industrial, warehousing	Frontage to A44, and opposite Worcester Six. Site is moderately sloped and likely to require additional infrastructure works to bring forward. Near to M5 junction. Potential follow on phase for Worcester Six.	Recommend for employment use
LAND TO THE EAST OF CHURCH CLOSE, BROADWAY, WORCESTERSHIRE	CFS0406	0.25	Greenfield	1	0	5	7	1	0	2	4	2	0	22	14	small workshops	Thin, treed site at the end of a narrow residential street. Access would be difficult and shape of site means it would be difficult to development. Inappropriate for employment.	Do not recommend for employment use
Upper Woodsfield Farm Farmstead off Jennet Tree Lane, Madresfield, Worcestershire	CFS0409	1	Greenfield	1	2	0	3	1	0	4	7	7	0	25	20	mixed B-class uses	With CFS0410 & CFS0411. Appears to be a potential housing site, with some low level employment uses. Would need masterplanning of the full site.	Do not recommend for employment use
Home Farm Farmstead off Madresfield Road, Madresfield, Worcestshire	CFS0410	2.3	Greenfield	1	2	0	3	1	0	4	7	7	0	25	20	mixed B-class uses	With CFS0409 & CFS0411. Appears to be a potential housing site, with some low level employment uses. Would need masterplanning of the full site.	Do not recommend for employment use
Lower Woodsfield Farm Farmstead Off Jennet Tree Lane, Madresfield, Worcestershire	CFS0411	2	Greenfield	1	2	0	3	1	0	4	7	7	0	25	20	mixed B-class uses	With CFS0409 & CFS0410. Appears to be a potential housing site, with some low level employment uses. Would need masterplanning of the full site.	Do not recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
Beauchamp Business Park, Goodson Road, Malvern, Worcestershire	CFS0412	0.69	Greenfield	3	1	5	7	1	0	2	7	4	0	30	22	office, industrial	Site is heavily treed, with no suitable access. Not appropriate for employment uses	Do not recommend for employment use
Pershore College, Pershore, WR10 3JP	CFS0417	3.9	Brownfield (Pershore College)	4	5	5	7	1	7	6	8	7	3	53	31	specialist employment uses related to College	Part of Pershore College site. Employment uses could be linked to courses/sectors of the College (e.g. agricultural machinery, F&B, animal husbandry). Potential means of improving links between college and local industry. General employment uses would be inappropriate.	Consideration for employment
Land at Croome Estate	CFS0418	0																
Land at Greville Hall Farm, Hinton on the Green, Nr Evesham, WR11 7QX (2873 etc)	CFS0421	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land at Downrip Farm, Bevans Lane, Hinton on the Green, Evesham, WR11 2QY	CFS0422	0	Greenfield	5	1	0	3	1	0	4	7	7	0	28	23	mixed B-class uses	see CFS0313	Consideration for employment
Land at Narrow Meadow Farm, Cheltenham Road, Hinton on the Green, Nr Evesham, Worcestershire, WR11 7QX	CFS0423	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Hill Barn Complex, B4211, Tunnel Hill, Upton Upon Severn, WR8 0QL	CFS0434	0.4	part greenfield	4	5	0	3	1	0	6	7	6	3	35	25	rural workshops, offices	Small site, within Hill Barn estate. Potential for small rural units, serving very localised demand.	Consideration for employment
Land off Pershore Lane, Nr Tibberton, Worcester	CFS0436	0	Greenfield	8	9	5	7	4	3	8	8	8	3	63	40	industrial, warehousing	Site is an employment allocation and expected to be brought forward for employment uses.	Recommend for employment use
Land off Green Lane, Oddingley, Worcestershire	CFS0445	3.2	Greenfield	1	4	0	7	1	0	8	7	7	0	35	26	rural workshops	Site is reasonably close to M5 corridor, but a long distance from a junction. Flat site at southern edge of Oddingley village, it could provide very small local employment, though not all site is likely to be warranted. Difficult to establish a market for units at this site and any application would need to demonstrate that there would be a market.	Do not recommend for employment use
Land off Evesham Road, Church Lench, Worcestershire	CFS0446	0.19	Greenfield	0	0	0	3	1	0	4	8	8	0	24	19	rural workshops	Small site in a remote rural location. Site does not have road frontage. Not appropriate for employment	Do not recommend for employment use
Land accessed of Low Road, Church Lench, Worcestershire	CFS0447	0.49	Greenfield	0	1	0	3	1	0	4	7	7	0	23	18	rural workshops	Site at edge of Church Lench with a narrow access point to Low Rd, which would require improvements if development for employment uses. No apparent demand for employment uses in this locality.	Do not recommend for employment use
Land accessed off Atch Lench Road, Church/Atch Lench, Worcestershire	CFS0449	0.6	Greenfield	0	2	0	3	1	0	4	7	7	0	24	19	rural workshops	Site is moderately flat and partially treed. Site has frontage to Atch Lench Rd. No apparent demand for employment uses in this locality	Do not recommend for employment use
Land off Broad Lane, Bishampton, Worcestershire	CFS0450	1	Greenfield	0	2	0	3	1	0	4	7	7	0	24	19	rural workshops	Site is moderately sloped and at edge of Bishampton village. Any employment demand is likely to be met at nearby Throckmorton.	Do not recommend for employment use
Land off Froxmere Road, Crowle, Worcestershire	CFS0451	4.8	Greenfield	0	1	0	3	1	0	4	7	7	0	23	18	rural workshops	Moderately sloped site currently used for cropping at the edge of Crowle village. Any employment uses would be very small, localised workshops. Unlikely to need full site for employment.	Do not recommend for employment use
Land off Old Turnpike Road, Crowle, Worcestershire	CFS0452	2.4	Greenfield	0	1	0	3	1	0	6	7	7	0	25	18	rural workshops	Slightly sloped site currently used as paddocks at edge of Crowle village. Any employment uses would be very small, localised workshops. Unlikely to need full site for employment.	Do not recommend for employment use
LAND ADJ. TO RADFORD FRUIT FARM, ALCESTER ROAD, RADFORD, WORCESTERSHIRE	CFS0454	0.4	Brownfield (farm buildings)	0	5	0	3	1	0	6	7	7	0	29	22	rural workshops	Farmland site, on Alcester Rd, the main rural corridor through this locality. Potentially appropriate for rural workshops if demand can be demonstrated.	Consideration for employment
The Yard, Main Street, Bishampton, Worcestershire, WR10 2NL	CFS0455	1.7	Greenfield	0	0	0	3	1	0	4	7	7	0	22	17	rural workshops	Greenfield site behind residential dwellings in Bishampton. Only narrow access point to Main St, which would need to be improved to enable employment development, which may not be possible with neighbouring residential dwellings.	Do not recommend for employment use
Great Buckmans Farm, Malvern (Land north of Grit Lane, Malvern)	CFS0456	0	Greenfield	4	5	5	7	1	0	6	7	7	3	45	30	office, industrial	Large site to the north of Malvern. Unlikely that the full site would be available for employment, most likely a residential-led scheme. If proceeding for residential, Council should encourage some employment to be part of the masterplan for the site, likely to be small to mid sized office and clean industrial units. Substantial infrastructure investment likely to open up site.	Portion of the site to be considered for employment

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
Land at Kennel Lane / High Street, Broadway, Worcestershire	CFS0472	8.52	Greenfield	1	2	5	7	1	0	6	7	7	0	36	24	mixed B-class uses	Large, flat site with frontage to High St and Kennel Ln. In AONB designation. Employment uses could be supported, if part of a larger mixed use scheme. Employment uses would be small units serving the site's population and Broadway more broadly. Access would need to be resolved, either via High St or improvements to Kennel Ln.	Consideration for employment
Land between Green Lane joining into Plough Road	CFS0480	0												0	0		duplicate of CFS0445?	
Land at Hampton Lovett (West of A442) SO884656 X - 388414 Y - 265643	CFS0501	10	Greenfield	9	8	5	7	1	0	6	8	8	3	55	40	industrial, warehousing	Site with CFS0502. Site to the north of industrial areas in Droitwich Spa. Logical location for expansion of employment uses if required.	Recommend for employment use
Land at Hampton Lovett (East of A442) SO885659 X - 388592 Y - 265908	CFS0502	10	Greenfield	9	8	5	7	1	0	6	8	8	3	55	40	industrial, warehousing	see CFS0502	Recommend for employment use
Land at Hinton on the Green and Sedgeberrow, near Evesham	CFS0531	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	see CFS0313	Consideration for employment
Land at Northwick Road, Northwick, Worcester	CFS0543	0.78	Greenfield	1	0	5	7	1	0	6	6	6	3	35	20	small workshops	Flat site, located in a backlands location, requiring access through residential streets. Not suitable for employment uses	Do not recommend for employment use
Newland Court, Worcester Road, Malvern WR13 5BA	CFS0553	10	Greenfield	8	8	5	3	1	0	6	7	7	3	48	33	office, industrial	Large site on Worcester Rd, brought forward with CFS0554. Unlikely that the full site would be available for employment, most likely a residential-led scheme. If proceeding for residential, Council should encourage some employment to be part of the masterplan for the site, likely to be small to mid sized office and clean industrial units. Substantial infrastructure investment likely to open up site. Prominence on Worcester Rd an asset	Portion of the site to be considered for employment
Newland Court, Worcester Road, Malvern WR13 5BA	CFS0554	10	Greenfield	8	8	5	3	1	0	6	7	7	3	48	33	office, industrial	Large site on Worcester Rd, brought forward with CFS0553. Unlikely that the full site would be available for employment, most likely a residential-led scheme. If proceeding for residential, Council should encourage some employment to be part of the masterplan for the site, likely to be small to mid sized office and clean industrial units. Substantial infrastructure investment likely to open up site. Prominence on Worcester Rd an asset	Portion of the site to be considered for employment
Below and skirting around Drakes Broughton Business Park, Worcester Road, Drakes Broughton, Worcs. WR10 2AG	CFS0559	2.3	Greenfield	4	0	5	7	1	0	6	8	6	0	37	25	industrial, warehousing	Site is to the rear of Drakes Broughton Business Park. Site has no direct access and would require access through the Business Park. Logical site for expansion of employment uses. Worcester Rd is a key connector between Pershore and Worcester and the M5.	Recommend for employment use
MEADOWCROFT, BISHAMPTON ROAD, FLYFORD FLAVELL, WORCESTERSHIRE	CFS0584	0.5	Greenfield	6	2	0	7	1	0	6	7	6	0	35	28	rural workshops	Site is within village of Flyford Flavell and neighbouring residential uses. No apparent need for employment uses at this location	Do not recommend for employment use
Land bounded by Whittington Road, Woodbury Lane, Church Lane and the M5	CFS0596	90	Greenfield	9	10	5	3	1	0	6	8	9	0	51	39	mixed B-class uses	Very large, moderately sloped site near J7 of M5, potential for a range of employment uses with excellent motorway access. Could service Worcester and broader SW needs.	Recommend for employment use
Land at Throckmorton	CFS0623	0	Greenfield	0	2	0	3	1	3	6	5	8	0	28	18	mixed B-class uses	Site to NW of Throckmorton Airfield. Large site with potential for a new settlement, though would require substantial infrastructure investment. New settlement's employment needs could largely be served by Throckmorton current allocations, though depending on scale of development, could look to create an employment area with a different market position to Throckmorton. Employment uses would be developed in line with residential growth.	Consideration for employment
Wadborough Hall Farm, WR8 9HJ	CFS0629	0	Greenfield	4	6	0	3	1	0	6	8	9	0	37	30	mixed B-class uses	Large, slightly sloped site well positioned on Whittington Rd between Pershore and Worcester and M5. Could be a site for a new settlement, in which case it would be appropriate for employment to form part of the mix. Full masterplanning would be required for this site, but landholder should be encouraged to incorporate a range of high quality employment uses in the masterplan, including accommodating small to large units.	Recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		led Sub-total	Employment Use		
Speed-the-Plough, Plough Road	CFS0630	0	Greenfield	1	2	0	3	1	0	4	8	9	0	28	23	mixed B-class uses	Large, mostly flat site at Tibberton. While relatively near to M5, access is approx 4km away. Site would not be suitable for employment only, but employment might have a small part in a wider residential led scheme. Access would need to be substantially improved, either directly from Plough Rd or from upgrades to Evelyen Ln	Consideration for employment
Evesham Road, Lower Moor	CFS0648	0.76	Greenfield	6	0	5	3	1	0	4	8	6	0	33	23	rural workshops	Small site accessed off Blacksmith Ln, which is very narrow. Surrounding uses are residential dwellings. Site is flat. At most the site could support small workshops to support a residential scheme, though the site appears to be too small for this.	Do not recommend for employment use
Salters Lane, Lower Moor	CFS0649	1	Greenfield	6	0	5	3	1	0	2	8	4	0	29	21	rural workshops	Small, backlands site behind residential uses. It is unclear how the site would be accessed, unless remainder of the field is incorporated into the site, in which case access could be achieved direct from A44 (if enabled by highways). If this is achieved, it significantly improves prospects, but preference would still be for employment to be located within Pershore.	Do not recommend for employment use
Sidings Lane, Charlton	CFS0650	1.4	Greenfield	0	0	0	3	1	0	2	8	4	0	18	15	rural workshops	Small, backlands site in Charlton. Site is behind residential and is mostly flat. It is unclear where adequate access would be to the site. Sidings Ln is too narrow for commercial traffic. Not suitable for employment.	Do not recommend for employment use
Land adjacent to Blackmore Park	CFS0652	22	Greenfield	4	5	0	3	1	0	8	7	8	3	39	27	industrial, warehousing	Site is adjacent to employment allocation SWDP54, which is adjacent to Blackmore Industrial Estate. Site is generally flat. With CFS0117 & CFS0141, could provide for expansion of Blackmore IE, beyond current employment allocation, though questionable whether all is required. While somewhat removed from Malvern, this site could provide for broader Malvern needs	Consideration for employment
Woodlands farm (north), Piddle Brook Lane, Upper Moor	CFS0667	15	Greenfield	9	8	5	3	1	0	6	8	9	0	49	37	mixed B-class uses	High profile site with good frontage to A44. Roundabout at Piddle Brook Ln could provide access to the site. Potential for a range of employment uses, with few obvious constraints to development. With nearby recycling and landfill sites, unlikely to be attractive for residential	Recommend for employment use
Land at Brookend Lane, Brookend Lane, Kempsey, Worcester SO864496	CFS0669	0	Greenfield	4	9	0	3	1	0	6	7	8	0	38	31	industrial, warehousing	Site with CFS0670 & CFS0671. Large site with visibility from the M5, though no proximate access point (J7 to the north would be closest). Likely to be part of larger residential-led scheme. Any employment uses would be to support residential scheme. Appears to be a long term option only.	Consideration for employment
Land at Brookend, Holdings Lane, Kempsey, Worcester SO863502	CFS0670	0	Greenfield	4	9	0	3	1	0	6	7	8	0	38	31	industrial, warehousing	Site with CFS0669 & CFS0671. Large site with visibility from the M5, though no proximate access point (J7 to the north would be closest). Likely to be part of larger residential-led scheme. Any employment uses would be to support residential scheme. Appears to be a long term option only.	Consideration for employment
Land at Brookend Lane, Kempsey, Worcester, SO858495	CFS0671	0	Greenfield	4	4	0	3	1	0	6	7	8	0	33	26	industrial, warehousing	Site with CFS0669 & CFS0670. Large site with visibility from the M5, though no proximate access point (J7 to the north would be closest). Likely to be part of larger residential-led scheme. Any employment uses would be to support residential scheme. Appears to be a long term option only.	Consideration for employment
Land at Evesham Road (B40805), Cleeve Prior, Worcestershire	CFS0672	8.8	Greenfield	4	5	5	3	1	0	4	8	6	0	36	26	rural workshops	Field neighbouring residential uses in village of Cleeve Prior. Employment uses may provide a small part of a development on this site as part of residential-led scheme. Units would be small workshops to service the local market and rural economy.	Consideration for employment

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		ied Sub-total	Employment Use		
Land off Church Road and Mill Road, Hampton, Evesham SP027426	CFS0673	0	Greenfield	4	2	5	7	1	0	4	8	8	0	39	29	mixed B-class uses	With CFS0674, CFS0675 CFS0676. Large greenfield site, slightly sloped. Could provide a significant expansion of the urban footprint in this location, which would be predominantly residential. Masterplanning required for the site. Access would be a concern to open up the site. Even with improved access points, the lack of prominence of this site suggests that B-class employment uses are unlikely to be significant on site.	Consideration for employment
Land at Peewit Road, Hampton, Evesham, SP021423	CFS0674	0	Greenfield	4	2	5	7	1	0	4	8	8	0	39	29	mixed B-class uses	see CFS0673	Consideration for employment
Land at Peewit Road, Hampton, Evesham, SP025426	CFS0675	0	Greenfield	4	2	5	7	1	0	4	8	8	0	39	29	mixed B-class uses	see CFS0673	Consideration for employment
Land to the rear of Church Road and Mill Road Hampton Evesham SP027425	CFS0676	0	Greenfield	4	2	5	7	1	0	4	8	8	0	39	29	mixed B-class uses	see CFS0673	Consideration for employment
Land adjacent the A46 at Cheltenham Road, Sedgeberrow, Evesham, Worc, SP019392	CFS0677	0	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	Potential new settlement site, perhaps with CFS0313 and neighbouring sites. Employment could form part of the site to support the residential growth.	Consideration for employment
Land at Cheltenham Road, Sedgeberrow, Evesham, Worc, SP019386	CFS0678	7.4	Greenfield	8	7	0	3	1	0	4	7	7	0	37	32	mixed B-class uses	Potential new settlement site, perhaps with CFS0313 and neighbouring sites. Employment could form part of the site to support the residential growth. Masterplanning is required for this corridor, including an assessment of the market for employment within a new settlement.	Consideration for employment
Land off Sawmills Walk/Briar Close Evesham SP033444	CFS0680	0.8	Greenfield	5	2	10	10	1	0	6	8	6	3	51	31	industrial, warehousing	Flat site alongside Briar Close Business Park. Site could represent an expansion of this Business Park, although Park is otherwise constrained by residential neighbours and there may be resistance to an expansion of employment uses on the site. Site abuts sporting fields and would be part of green space corridor itself.	Recommend for employment use
Land to the north of Stratford, Ripple SO 87645 39141	CFS0694	0.9	Greenfield	8	8	0	3	1	0	6	7	8	0	41	34	industrial, warehousing	Site is on A38, about 2km north of M50 junction. Site is in a rural location and is flat. While site appears developable, there is no obvious employment market in this location.	Do not recommend for employment use
Land to the South of the Grove, Ryall, WR8 0PU SO 86734 40989	CFS0695	0.7	Greenfield	8	7	0	7	1	0	8	8	7	3	49	37	industrial, warehousing	Flat site used for cropping. South of residential dwellings. On A38.	Recommend for employment use
Land to the north of Digaway SO 86734 40989	CFS0696	1.8	Greenfield	8	7	0	3	1	0	8	8	7	3	45	33	industrial, warehousing	Site is at the intersection of A38 and A4104. Site is flat and with limited obvious constraints. Potential for rural based employment in small to mid sized units	Recommend for employment use
Land adjacent to Worcester 6 development - to be part of it	CFS0702	0												0	0		duplicate site	
Land at Worcester Woods	CFS0703	8	Greenfield	9	9	5	7	4	7	8	10	10	6	75	45	mixed B-class uses	Existing allocation. Support on-going allocation of this site for employment uses.	Recommend for employment use
No 72 High Street, Evesham, WR11 4YD	CFS0709	0.58	Brownfield (high street site)	7	9	10	10	4	6	6	8	5	3	68	39	offices	High street location. Commercial offices should be encouraged in high street locations, particularly in above ground levels	Recommend for employment use
Land at Pendock	CFS0717	12.9	Greenfield	4	9	0	3	1	0	6	7	7	0	37	30	rural workshops	Site is visible from M50, though about 4km drive from J2. Site is remote from main markets and settlements and no clear market for employment at this sites	Do not recommend for employment use
Land at Drakes Broughton	CFS0742	0.85	Greenfield	4	6	5	7	1	0	6	7	6	0	42	30	mixed B-class uses	Small flat site with frontage on B4084. Surrounding uses include a plant nursery, pub and residential dwellings. Some potential for low-level employment on site, to complement neighbouring commercial uses.	Recommend for employment use
Land south of Mill Lane Nursery, Drakes Broughton	CFS0743	0.55	Greenfield	3	2	5	7	1	0	4	7	6	0	35	25	mixed B-class uses	Near to CFS0742, south of plant nursery. Site does not have frontage to B4084 and is accessed by narrow lanes, which would require upgrades if developed for employment uses.	Do not recommend for employment use
Gaudet Luce Golf Club, Middle Lane, Hadzor, Droitwich WR9 7JR	CFS0762	0	Brownfield (golf course)	2	9	0	3	1	0	4	8	9	0	36	31	mixed B-class uses	Golf course site, currently provides open space. While close to M5, site is not easily accessed from it. Employment needs can be met in Droitwich Spa. If developed as a new settlement, some low level employment uses may be supported. Full masterplan is required for the site.	Consideration for employment
Ash Farm, Sandfield Lane, Sedgeberrow, Evesham, WR11 7QS	CFS0763	1.19	Greenfield	4	2	0	3	1	0	4	8	6	0	28	23	rural workshops	Small site on Sandfield Ln, a narrow rural highway. Remote site, not neighbouring any uses complementary to employment uses. Not appropriate for employment.	Do not recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		ied Sub-total	Employment Use		
Holly Barn, Alcester Road, Radford, Worcs.	CFS0764	2.8	Greenfield	3	0	0	3	1	0	4	6	6	0	23	18	rural workshops	Site linked with CFS0757 and would require this site for access to Alcester Rd. Site is predominantly flat with neighbouring uses including residential, agriculture and cattery. Unclear where market for employment uses would be.	Do not recommend for employment use
The Homestead, Clevelode Lane, Guarford, Worcester, WR13 6NX	CFS0765	2.14	Greenfield	4	5	0	3	1	0	6	7	7	3	36	26	rural workshops	Mostly flat site, partially treed. On B4211, about 1km from edge of Malvern. Potentially could provide for overflow of demand from Malvern if other sites not available.	Consideration for employment
Land to the north of Wood Farm Road incorporating Hornold Wood	CFS0767	8.6	Greenfield	6	1	0	3	1	0	4	8	7	3	33	25	rural workshops, offices	Partially treed site in rural location. Near golf club and showgrounds, but not close to other employment uses. Not suitable for employment.	Do not recommend for employment use
Plot 1 - Land and Buildings at Bromyard Road, Crown East, Worcester, WR2 5TR	CFS0773	2.98	Greenfield	6	4	5	3	1	0	8	7	7	3	44	27	rural workshops, offices	Flat site neighbouring good quality residential dwellings. Although near to the A44 and within the catchment of Worcester, not suitable site for employment.	Do not recommend for employment use
Plot 2 - Land and Buildings at Bromyard Road, Crown East, Worcester, WR2 5TR	CFS0774	0.47	Greenfield	8	7	5	3	1	0	8	7	7	3	49	32	rural workshops, offices	Flat, partially treed site with narrow frontage to A44. Although on the A44 and within the catchment of Worcester, not suitable site for employment.	Do not recommend for employment use
Snodsbury Farmhouse, Bow Wood Lane, Upton Snodsbury, Worcestershire, WR7 4NQ	CFS0775	1.7	Brownfield (employment uses)	6	7	0	3	1	0	6	7	7	3	40	30	rural workshops	Some low level, low intensity employment uses are on site Further small workshop units could be established to increase intensity of use of site, though would still be low order uses.	Consideration for employment
Land adj. to the B4084, Hawbridge, nr Stoulton	CFS0776	0	Greenfield	4	6	5	3	1	0	4	6	6	0	35	25	mixed B-class uses	Site on key B4084 road at small village of Hawbridge. Site is slightly sloped. At present it forms a buffer between the village and the B4084. While some small employment units could be supported in this location, the broader context along the B4084 would need to be considered, with employment units in Pershore (larger), along with Drakes Broughton and near Woodbury Ln. Therefore, it is questionable whether a further employment node is warranted.	Consideration for employment
Norton Fields Farm, Whittington, Worcester	CFS0784	0	Greenfield	4	6	5	3	1	0	2	8	8	0	37	29	mixed B-class uses	Large site to the north of B4084, though access to the B4084 would require significant infrastructure upgrades and probably third party land. Site is alongside rail corridor. Potential site for a new settlement, being reasonably close to Worcester and M5. A new settlement of this scale should have an employment component. However, broader context is that there are submissions for a new settlement to the south of the B4084, close to but separated from this site. It may well be that both of these settlements would not be warranted.	Consideration for employment
Buckle Street, Honeybourne	CFS0793	1.8	Greenfield	0	4	10	3	1	0	6	8	8	0	40	23	small workshops	Small, treed site to the north of the railline at Honeybourne and near to the rail station. Employment uses are located about 100m to the north of the site, but do not abut the site. Some small light industrial units could be supported on this site, servicing the local population.	Recommend for employment use
Centre Coordinates 404528; 248159	CFS0812	0.44	Greenfield	4	5	5	7	1	0	6	7	8	0	43	31	mixed B-class uses	Site is at intersection of Evesham Rd and Harvington Ln in village of Norton, to the north of Evesham. Site is close to the dual carriageway A46 but does not have nearby access to it. Site is unlikely to provide for some of Evesham's employment demand, but may provide a localised role for small units.	Consideration for employment
Bear & Ragged Staff and transford Station and Goods Yard	CFS0836	1.73	Brownfield (pub)	3	2	0	3	1	3	6	7	6	0	31	21	rural workshops, offices	Existing pub site. Station Rd is a narrow road, not suitable to heavy traffic. Only a very small residential population surrounding site and no commercial uses.	Do not recommend for employment use
Land at Spring Lane South, Malvern WR14 1AT	CFS0849	0												0	0			duplicate site
Broadway Road, Childswickham, Worcester	CFS0854	0.83	Greenfield	4	6	5	3	1	0	6	8	8	0	41	29	small workshops	Small, flat field on Broadway Rd, alongside residential uses. Does not appear to be need for employment uses in this location.	Do not recommend for employment use
Land north and south of Union Lane	CFS0855	2.7	Brownfield (demolished industrial)	3	3	10	10	4	7	6	4	6	3	56	26	mixed B-class uses	Brownfield site near to the Droitwich Spa town centre and rail station. Regeneration site with potential for B-class employment, other employment and residential uses.	Consideration for employment
Grange Farm, Wick Road, Little Comberton, Pershore, WR10 JEH	CFS0865	1.57	Brownfield (farm buildings)	0	2	0	3	1	0	6	8	6	0	26	19	rural workshops	Site comprised of farm buildings in very small village of Little Comberton. Wick Rd is a narrow road ill suited to commercial traffic. Not suitable for employment.	Do not recommend for employment use

				Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Status	Services Availability	Constraints	Environmental Setting	Flexibility	availability		ied Sub-total	Employment Use		
Land off Station Road and Moors Avenue, Hartlebury	CFS0871	1.23	Greenfield	4	4	10	7	1	0	8	8	5	0	47	28	light industrial/ industrial	Site is slightly sloped and currently a paddock. Hartlebury has a range of industrial uses nearby, although the site is not adjacent to existing uses, with	Do not recommend for employment use
Land beside Strensham Court Wood, Twynning Road, WR8 PLR	CFS0880	14	Greenfield	3	10	0	3	1	0	4	8	7	0	36	31	light industrial/ industrial	Site is to the west of Strensham Business Park, which will need to be the access point to this site. If housing was to form part of the development of this site, another access point would be needed. While abutting the M50, the site is not near to a junction. Site could support an expansion of the business park, but not for the full site.	Consideration for employment
Land adj to A44 Throckmorton Road, Lower Moor.	CFS0883	0	Greenfield	9	8	5	7	1	0	4	8	7	0	49	39	mixed B-class uses	Relatively flat site on A44, between a pocket of residential dwellings and a small light industrial node. Site would be accessed from an existing roundabout that also services the light industrial units. There may be a ransom strip to secure access. Site could support expansion of this light industry area, if needed, although the preference would be to provide further sites closer to Pershore.	Consideration for employment
Land adj to South of Upton Snodsbury	CFS0889	7.4	Greenfield	6	3	0	3	1	0	6	8	8	0	35	28	rural workshops	Relatively flat site south of small village of Upton Snodsbury. Unclear of need for employment in this locality. If need is established, would be better located on A422	Do not recommend for employment use
Land adj to South of Upton Snodsbury	CFS0890	6.7	Greenfield	6	3	0	3	1	0	6	8	8	0	35	28	rural workshops	Relatively flat site south of small village of Upton Snodsbury. Unclear of need for employment in this locality. If need is established, would be better located on	Do not recommend for employment use
Land south of Vale Park, Evesham	CFS0891	4.4	Greenfield	6	3	5	7	1	0	6	9	7	3	47	32	industrial, warehousing	Site to the south of Vale Park and would be accessed through Vale Park. Adjacent to SWDP51/3 and could provide an expansion site for Vale Park.	Recommend for employment use
Land at Croome Estate	CFS0893	0																
Pipers Hill Stables, Hanbury Road, Hanbury	CFS0899	3.28	Greenfield	0	5	0	3	1	0	6	8	8	0	31	24	rural workshops	Slightly sloped site used to keep horses. Frontage to B4091 but no neighbouring settlements or employment uses. Not suitable for employment	Do not recommend for employment use
The Saltway, Hanbury	CFS0900	1	Greenfield	0	5	0	3	1	0	6	8	5	0	28	21	rural workshops	Site with frontage to Saltway, but relatively shallow in depth, potentially reducing options for the site. Alongside small sewage works which is likely to reduce development options. Some potential for rural workshops, though preference would be for location to be closer to the settlement of Hanbury, rather than this site.	Do not recommend for employment use
Land adjacent, Barlwych Cottage, Hill Furze, Pershore, Worc, WR10 2NB	CFS0901	0.19	Brownfield (farm buildings)	2	2	0	3	1	0	6	6	6	0	26	19	rural workshops	Some farm buildings on site. Could be conversion to rural workshops or small live/work units if demonstrated that there is a market.	Consideration for employment
Land at Oldfield Lane, Ombersley	CFS0904	0.7	Greenfield	6	3	0	3	1	0	6	7	6	0	32	25	rural workshops	Long, narrow site on narrow laneway. Oldfield Ln not suitable for commercial traffic. Site is removed from village and not on A449. Not suitable for employment	Do not recommend for employment use
Land adjoining the Barn, Fowlers Farm, Green Lane, Naunton	CFS0910	0.39	Greenfield	6	1	0	7	1	0	6	7	7	0	35	28	rural workshops, offices	Flat paddock alongside residential dwellings in a very small settlement. Not on A38 or near employment areas. Not suitable for B-class employment.	Do not recommend for employment use
Woodend, Crown East Lane	CFS0912	0.66	Brownfield (house)	3	1	0	3	1	0	6	6	6	0	26	19	rural workshops, offices	Large house and gardens on site. Some other rural dwellings on neighbouring areas. Not suitable for employment	Do not recommend for employment use
(Land adjacent to Stoulton - The Grange as referred to on Land Registry)	CFS0916	0												0	0			
Land South of Worcester Parkway Station	CFS0917	0	Greenfield	4	6	0	3	1	0	6	8	5	0	33	26	industrial, warehousing	Site is south of industrial node at Woodbury Ln, though separated by a rail line. Site could form an expansion of this node, though would necessitate a second access point off B4084. Site may also be part of larger masterplan area to the south (see CFS0629). Position near rail line suggests that employment uses may be more appropriate than residential to reduce noise impacts.	Recommend for employment use
Total Area		523.62																
Total - Recommended for Employment		253.21																
Total - Do not recommend for employment		108.92																
Total - Consideration for employment		148.49																