

Appendix 1 – Detailed Policy Review

- A1.1 This appendix provides an overview of the key policy documents in relation to South Worcestershire and the national level that may influence the planning and demand for employment land within South Worcestershire.

National

National Planning Policy Framework (NPPF) – Ministry of Housing, Communities and Local Government (2021)

- A1.2 The framework sets out planning policies for England, as made by the Government, and the ways in which they can be applied. The introduction states that it “provides a framework within which locally-prepared plans for housing and other development can be produced.” The NPPF must be taken into account when developing local authority development plans and remains a material consideration in planning decisions.
- A1.3 In terms of Local Plans, the NPPF recommends plan reviews be completed no later than five years after adoption (Para 33) and required Local Planning Authorities to prepare a statement of common ground with neighbouring authorities (Para 27).
- A1.4 Key for employment, and other sites, is Chapter 11 on making ‘Effective Use of Land.’ Para 120 encourages reallocating land where there is no reasonable prospect of an application coming forward for the allocated use, specifically Local Planning Authorities should:
- a) *as part of plan updates, reallocate the land for a more deliverable use that can help to address identified needs (or, if appropriate, deallocate a site which is undeveloped); and*
 - b) *in the interim, prior to updating the plan, applications for alternative uses on the land should be supported, where the proposed use would contribute to meeting an unmet need for development in the area.”*
- A1.5 *“Local planning authorities should also take a positive approach to applications for alternative uses of land which is currently developed but not allocated for a specific purpose in plans, where this would help to meet identified development needs. In particular, they should support proposals to ... use retail and employment land for homes in areas of high housing demand, provided this would not undermine key economic sectors or sites or the vitality and viability of town centres, and would be compatible with other policies in this Framework.” (Para 121).*
- A1.6 *Additionally, planning policy should “promote and support the development of under-utilised land and buildings, especially if this would help to meet identified needs for housing where land supply is constrained and available sites could be used more effectively (for example converting space above shops, and building on or above service yards, car parks, lock-ups and railway infrastructure)” (Para 118).*

National Planning Policy Framework (NPPF) Consultation Proposals

- A1.7 A consultation for an updated NPPF was completed over Jan-March 2021. It proposed draft amendments to implement policy changes in response to the Building Better Building Beautiful Commission “Living with Beauty” report. Most of the proposed changes related to policy on the quality of design of new development.
- A1.8 With regards to Chapter 11: Making Effective Use of Land, the only amendment proposed was to emphasise the role that area-based character assessments, codes and masterplans can play in helping to ensure that land is used efficiently while also creating beautiful and sustainable places.

Use Class Order Amendments, September 2020 and August 2021

- A1.9 As of September 2020, adjustments have been made to the Use Classes Order which mean that Use Classes A1, A2, A3 and B1 are now within a new Class E. The B1 class has been changed to E(g) and defined as “[Employment] Uses which can be carried out in a residential area without detriment to its amenity.” E(g) is further separated into three sub-categories which reflect the previous a, b, c division of the B1 Use Class:
- E(g)(i): Offices to carry out any operational or administrative functions (former B1(a))
 - E(g)(ii): Research and development of products or processes (former B1(b))
 - E(g)(iii): Industrial processes. (former B1(c)).
- A1.10 Class D has also been redefined to newly introduced Classes E and F, with Class F comprising of Local Community and Learning premises. D1 is split out and replaced by the new Classes E(e-f) and F1. D2 is split out and replaced by the new Classes E(d) and F2(c-d) as well as several newly defined ‘Sui Generis’ uses, including:
- Pubs, wine bars and other drinking establishments (including those with expanded food provision)
 - Hot food takeaways
 - Live music venues
 - Cinemas, concert halls, bingo halls and dance halls.
- A1.11 The residential (C classes), general industrial (B2) and storage and distribution (B8) use classes remain unchanged.
- A1.12 The E Class brackets together a wide variety of uses, all of which are now considered to be in the same use class:
- Retail
 - Restaurants
 - Financial, professional or other commercial services
 - Publicly accessible indoor sport, recreation or fitness
 - Publicly available medical or health services
 - Crèches, day nurseries and day centres
 - Offices, including research and development
 - Industrial uses which do not harm amenity.

- A1.13 Planning permission is not required for changes of use within the same use class. This means that many types of business user will be able to change the uses of properties without seeking planning permission. For example, under the new rules, a shop will be able to change to an office and then to a gym and back again, without planning permission.
- A1.14 In order to change the uses within a class, there must have been actual and lawful use (i.e., if the building is not being used or occupied for the use permitted under an existing planning permission, it will need to be bought into that use before it can then change to another use within Class E).
- A1.15 The government has said that the main driver of the changes has been the need to enable a repurposing of buildings on high streets and town centres. The new Class E allows for a mix of uses to reflect changing retail requirements. It will allow a building to be used flexibly by having a number of uses taking place concurrently or by allowing different uses to take place at different times of the day. The aim is for this to support the high street revival and allow greater flexibility to change uses within town centres without the need for planning permission.
- A1.16 From 1st September 2020 to 31st July 2021, permitted development rights enabling a change of use will continue to be applied based on the existing use classes, as they existed on 31st August 2020. After July, the new use classes will apply.
- A1.17 The Government has also implemented separate changes to permitted development rights. These include allowing the demolition and rebuilding of vacant and redundant office and light industrial buildings into dwellings, without planning permission.
- A1.18 To implement this will require prior approval from the local authority prior to commencement of the development. This includes approval in respect of traffic and highway matters, air traffic and defence asset impacts, contamination risks, flood risk, the external appearance of the building, the provision of adequate natural light in all habitable rooms of the new dwellings, impact on amenity of the existing building and neighbouring premises including overlooking, privacy and loss of light, and the impact on any protected views.
- A1.19 Further changes were implemented from 1st August 2021 which saw Permitted Development Class MA being introduced which removed the need for planning permission (subject to prior approval) for dwelling houses to be created from those uses within the E Use Class.
- A1.20 For South Worcestershire, the practical effects are likely to include:
- Some impacts on the supply of city and town centre office stock, with some properties converted from office to retail and other town centre services.
 - This new flexibility has no spatial considerations and therefore will apply outside of town centres as well. It thus has the potential to result in the introduction of non-office type activities, including retail, in out of centre business parks, which runs contrary to national and local planning policies designed to protect town centre retail.

- Some conversion of light industrial stock to retail/leisure uses is likely, on sites with good main road access, or in settlement locations. However, this largely continues existing trends which have seen uses such as gyms be accommodated on industrial estates. On a small scale such conversions can be welcome as they deliver useful services on local industrial estates, generate footfall outside of normal business hours, provide viable uses for older stock and increase the attractiveness of estates to occupiers. Large scale conversions would have a significant impact on the stock available to meet the needs of industrial and warehouse businesses, although in the short term, a depressed retail/leisure market in light of the Covid-19 pandemic lockdowns makes extensive losses unlikely

A1.21 There will also be policy impacts as Local Plan policies which seek to protect specific uses in the town centre, or office space within designated areas, will no longer be enforceable.

A1.22 Landlords will also need to be particularly aware of the new arrangements when looking at leases and the extent of use that is authorised. Allowing too broad a permitted use could now result in undesirable changes of use within the scope of the lease, and landlords will not be able to fall back on the planning system to prevent such changes.

A1.23 The changes will also have an impact on property valuation. For example, a property which had achieved a desirable change of use may now find that any such extant permission is unnecessary and does not result in an uplift in value. Similarly, there is likely to be a levelling-out of values for properties within the new use class, given the interchangeability of uses therein.

Sub-regional

Worcestershire LEP: Worcestershire's Strategy for Restart and Recovery (2020)

A1.24 Worcestershire's Strategy for Restart and Recovery was devised with the purpose of guiding the investment required to create resilience against the changing economic environment.

A1.25 The strategy has focused on 5 key areas:

- a) Accelerating investment in major schemes;
- b) Delivering coordinated, timely and accurate information about national programmes to the business community;
- c) Focussing and enhancing current business support programmes available across Worcestershire and Greater Birmingham LEP Areas to support recovery;
- d) The use of direct resources to support specific demands and opportunities including the Here2Help initiative;
- e) Ensuring we have the best information we can – national analysis and local data.

A1.26 The plan has been developed across seven priority themes:

- a) Business Intelligence – Involves working closely with local businesses and sharing the findings with the government, informing them how they can support the local economy.
- b) Information for businesses – Involves providing information to local businesses through webinars, telephone calls, website and e-shots regarding key themes such as the EU exit
- c) Business Support- Partners of Worcestershire LEP have risen to the challenge of ensuring £124.5m worth of grants reach local businesses plus a range of other programmes to support local businesses.
- d) Transport and Infrastructure – Involves investment in 5G and improvements to roads, train stations and pedestrian routes.
- e) Employment and Skills – Involves work to improve the skills of youths in order to combat long term unemployment.
- f) Town Centres – Involves measures to ensure customers comfortable returning to town centres by making use of the Government’s promotion of pavement licences under the Business and Planning act of 2020 that permits businesses to operate on pavements and other public highways.
- g) Tourism – Involves work on promoting Worcestershire as a destination by elevating it as a brand with Visit Worcestershire and pushing key attractions, destinations and activities.

Worcestershire LEP: Our Strategic Economic Plan 2014

- A1.27 This ten-year plan for economic growth sets out the aim to create 25,000 new jobs in the area and bring an additional £2.9 billion into the local economy by 2025.
- A1.28 The primary purpose of the document is to underline the LEP’s bid to the government for £250 million in investment through the Local Growth Fund. The LEP also aims to attract additional private sector investment of £1.3billion to Worcestershire through world class companies moving and investing in the area over the course of the next ten years.
- A1.29 To achieve this economic growth, the plan focuses upon the place, people and businesses of Worcestershire to achieve their desired growth through mostly short term asks of the government. Ensuring that the place of Worcestershire is a successful business destination through the focus of development on four key sites:
- Redditch Eastern Gateway*
 - South Kidderminster Enterprise Park*
 - Malvern Hills Science Park Expansion*
 - Worcester Technology Park*
- A1.30 The skills of the people of Worcestershire aim to be developed with focus upon key sectors of science, technology, engineering and manufacturing being ‘*the lynchpin of our economic growth in the future.*’ Whilst the majority of businesses are small and so lower the GVA of the area, ensuring they have the support to enable growth, particularly in the key growth sectors of advanced manufacturing, agricultural technology and cyber security, defence and IT, will overall help to improve the economy.

South Worcestershire

South Worcestershire Development Plan, 2016 (adopted)

- A1.31 The South Worcestershire Development Plan (SWDP) is a long-term plan for south Worcestershire that is based on local economic and housing requirements (covering the period from 1 April 2006 - 31 March 2030). Although not a formal sub-region or administrative area, the partner authorities of Worcester, Wychavon and Malvern Hills consider that there are strong functional, economic, infrastructure and cross-boundary relationships that mean preparing a joint development plan makes good strategic sense. The SWDP aims to provide a context for development decisions up to the year 2030 - including the allocation of land for employment.
- A1.32 Policy SWDP 3: Employment, Housing and Retail Provision Requirement and Delivery states that the South Worcestershire Councils (SWC) will plan, monitor and manage the delivery of employment land from 2006 to 2030, in accordance with Table A1.1 below, and the site allocations set out in Policies SWDP 43 to SWDP 59. A comprehensive portfolio of employment land is vital in securing economic prosperity, and this forecast supply encompasses completions 2006 to 2011, commitments at 2011 and future supply from site allocations. It also includes the forecast net land equivalent due to intensification at the four Major Developed Sites - Hartlebury Trading Estate, Potter Group – Site 7, Hindlip Park and Sixways.

Table A1.1 – Employment Land Provision 2006-2030

Employment Land Provision 2006-2030	Sub-Area Totals (Ha)
Wider Worcester Area (WWA)*	120
Malvern Hills (excluding WWA)	40
Wychavon (excluding WWA)	120
South Worcestershire TOTAL*	280
*of which Worcester City	80

Source: SWDP, 2016

- A1.33 The Policy states that new employment provision will be located primarily within or adjacent to the main urban areas. In order to meet these needs, this includes the additional job opportunities provided at the urban extensions, which will help to reduce commuting distances and ensure new workplaces are accessible by a range of travel modes.
- A1.34 Policy SWDP 8 outlines how the authorities can provide the right land and buildings to maximise job creation and sets out how other uses should be welcomed on employment land providing they support job creation. To ensure adequate employment opportunities in rural areas. Policy SWDP12 highlights the importance of retaining rural employment land and supporting the expansion of rural employment sites and farm diversification.
- A1.35 Policies SWDP 43 to 59 set out details of the sites that are allocated for development by the SWDP. Each policy covers a different settlement, site or area of South

Worcestershire. Where appropriate, these policies set out the specific requirements that apply to the individual sites/settlements/areas.

A1.36 Within SWDP43, four of the ten sites allocated for mixed-uses in Worcester contain some employment element. Furthermore, there are two employment sites. These are detailed in Table A1.2 below:

Table A1.2 – Worcester Allocated Sites

Mixed-Use Allocations				
Policy Reference	Site	Use	Employment (ha)	Site Area Gross (ha)
SWDP43/15	Worcester Woods Business Park, Newtown Road	B1, B2 employment, care home, car showroom, hospital expansion	11	11.37
SWDP43/16	Government Buildings, Whittington Road	B1 office and residential	4	7.56
SWDP43/18	University Park	University campus, health and well-being campus (medical centre / care home / close care and extra care housing), business uses, including business innovation centre, research and development	11	15.18
SWDP43/20	Land at Nunnery Way	Mixed use B1, B2, B8 employment, vehicle showrooms, public house and restaurant	8	8.26
Total			34	42.37
Employment Allocations				
SWDP43/22	Midland Road	Employment	1	1.25
SWDP43/23	Land south of Warndon / Wood (B1; phased post-2019)	Employment	6.95/ 5 net	6.95
Total			6	8.20

Source: SWDP, 2016

A1.37 SWDP3 shows that about 120ha of additional employment land will be required at Worcester, 80ha within Worcester City and the rest within the districts of Malvern Hills and Wychavon. Urban concentration will enable this new development to be sustainable, and the SWDP45 outlines plans to develop five new urban extensions adjoining Worcester city to accommodate housing and mixed-use development. Two of the five include some employment element:

- SWDP45/1 Broomhall Community and Norton Barracks Community (Worcester South urban extension) - 247.1ha of which 20ha is for employment use
- SWDP45/2 Temple Laugherne (Worcester West urban extension) - 138.8ha, of which 5ha of employment use.

A1.38 In addition, the evidence supports allocating a sub-regional employment site as a sixth urban extension to meet Worcester's employment needs. This site is SWDP45/6 Worcester Technology Park (South Phase) - and 16ha (of 20.32ha total) is for employment use. It lies within Wychavon District, but abuts Worcester city boundary and will therefore provide serviced employment land to meet the growth of Worcester.

A1.39 Whereas there are no employment only sites in Wychavon, four of the eight proposed Urban Extensions have an employment element. SWDP 47 outlines two Pershore Urban Extensions, one of which proposes employment land:

- SWDP47/2 Land to the North-East of Pershore - On land to the north of Wyre Road, an allocation of 5ha of employment land for B1, B2 and B8 uses.

A1.40 SWDP 49 outlines three Droitwich Spa Urban Extensions includes two with employment land:

- SWDP49/1 Copcut Lane - Provision of 3.5ha of B1 and B2 employment uses
- SWDP49/3: Stonebridge Cross Business Park - Provision of approximately 10ha of B1, B2 and B8 employment land

A1.41 Policy SWDP 51 outlines three Evesham Urban Extensions, including one which with new employment use:

- SWDP51/3 Vale Industrial Park, Evesham Provision of approximately 34ha of B1, B2 and B8 employment land and landscaping

A1.42 Policy SWDP53 is a 15.4ha mixed-use development on the site at Malvern Technology Centre (QinetiQ), which is seen as being critical in terms of anchoring high technology industry at Malvern to meet the economic vision for south Worcestershire. On this site at least 4.5ha will be developed for B1(b) (or associated uses). A further 10.6 ha is safeguarded for B1 use class and associated development.

A1.43 SWDP 54 sets out a 5.1ha extension to an existing employment site at Blackmore Park, for B1, B2 and B8 uses. It is proposed that the site is extended onto adjacent land that is part residual brownfield land and part greenfield land.

Within the area of North-East Malvern, SWDP56, 56.84ha is allocated for a sustainable, well-designed mixed-use urban extension. It is proposed that development within this area will include 10ha of employment-generating uses.

South Worcestershire Development Plan, Preferred Options Consultation (November 2019)

A1.44 South Worcestershire Councils have commenced a review of the 2016 South Worcestershire Development Plan. As part of this review, they produced a Preferred

Options Consultation document that sets out the Councils' draft policies and identifies the sites which they believe should be developed for housing employment and mixed uses, in anticipation of the public's feedback.

A1.45 The Councils state in the report *"The Government have told us that we need to build approximately 14,000 additional homes by 2041. We need around 295ha of land to provide new employment opportunities which considered the growth aspirations of business in the area and a range of employment forecasts."* The previous iteration of the EDNA (2018) provided input into the employment land requirement.

A1.46 In order to combat the limited availability of land in urban areas the Councils propose two new settlements, one at Worcestershire Parkway Station and one at Throckmorton Airfield, and significant growth around the proposed rail station at Rushwick.

A1.47 The document details new settlements including employment land in the following areas:

- a) Worcestershire Parkway – A new town will be built that includes 50 ha of employment land and 5,000 new homes by 2041.
- b) Throckmorton Airfield – After the road link to Pershore station is finished, work will begin on building 2,000 homes and providing 20ha of employment land up to 2041.
- c) Rushwick - Around 1,000 new dwellings and 10ha of employment land will be provided by 2041.

A1.48 The Preferred Options Consultation document includes reallocations of employment and mixed-use land and new allocations to increase the overall capacity of employment land provided in South Worcestershire. The new allocations drew upon the previous EDNA work that identified a need for further employment land in South Worcestershire. Table A1.3 summarises the identified reallocations and new allocations for employment for Worcester. Table A1.4 summarises the reallocations and new allocations for mixed-use sites that include an employment component (office, manufacturing or warehousing).

Table A1.3 – Worcester City Employment Allocations

Policy Ref.	Site	Employment Land (ha)	Site Area (ha)	SWDP/Planning Ref. or SHELAA Ref.
Reallocations				
SWDP REALLOCATE 16	Land south of Warndon Wood	5	6.95	SWDP 43/23
SWDP REALLOCATE 17	Worcester Woods Business Park, Newtown Rd	8.3	11.37	SWDP 43/15
SWDP REALLOCATE 18	Land at Nunnery Way	2.5	8.26	SWDP 43/20

New Allocations					
SWDP 10	NEW	Land at Blackpole Rd, Worcester	7.5	13.56	CFS0587

Source: SWDP Preferred Options Consultation, 2019

Table A1.4 – Worcester City Mixed-Use Allocations

Policy Ref.	Site	Uses	Site Area (ha)
Reallocations			
SWDP 44/4	Shrub Hill Opportunity Zone	Mixed-use and commercial development, inc. student accommodation and extra care units	19.72
New Allocations			
SWDP NEW 9	Land at Navigation Rd, Diglis	Residential and employment	14.25 Emp. 3

Source: SWDP Preferred Options Consultation, 2019

A1.49 Table A1.5 provides a summary of the Wychavon employment allocations, including reallocations and new allocations. Table A1.6 lists the mixed-use allocations with potential for employment components in Wychavon.

Table A1.5 – Wychavon Employment Allocations

Policy Ref.	Site	Site Area (ha)	SWDP/Planning Ref. or SHELAA Ref.
Reallocations			
SWDP REALLOCATE 44	Stonebridge Cross Business Park, Droitwich Spa	10	SWDP 49/3
SWDP REALLOCATE 45	Vale Industrial Park, Evesham	34	SWDP 51/3
New Allocations			
SWDP NEW 63	Former Pipes Support site, Salwarpe Rd, Droitwich Spa	1.55	CFS0498
SWDP NEW 64	Land off Saw Mills Walk/Briar Cl, Evesham	0.87	CFS0680
SWDP NEW 65	Land off Evesham Rd, north of the Twyford roundabout, Evesham	3.6	CFS0099
SWDP NEW 66	Parcel A – Land adjacent to Broadway Rd, Wickhamford	6.34	CFS0142
SWDP NEW 67	Parcel B – Land adjacent to Broadway Rd, Wickhamford	1.77	CFS0143
SWDP NEW 68	Land south of Vale Park, Evesham	5.3	CFS0891
SWDP NEW 69	Pershore College, Pershore	1.0	CFS0417a

Policy Ref.	Site	Site Area (ha)	SWDP/Planning Ref. or SHELAA Ref.
SWDP NEW 70	Pershore College, Pershore	2.9	CFS0417b
SWDP NEW 71	South of Keytec East Business Park, Pershore	0.97	CFS0102
SWDP NEW 72	Keytec East Business park, Pershore	0.73	CFS0103
SWDP NEW 73	Land at Kennel Lane/High St, Broadway	1.24	CFS0472sc
SWDP NEW 74	Adjacent to Drakes Broughton Business Park, Worcester Rd, Drakes Broughton	2.31	CFS0559
SWDP NEW 75	Land at Mill Lane, Drakes Broughton	0.85	CFS0742
SWDP NEW 76	Land south of Mill Lane Nursery, Drakes Broughton	0.55	CFS0743
SWDP NEW 77	Hartlebury Trading Estate, Crown Lane, Hartlebury	1.57	CFS0061a
SWDP NEW 78	Hartlebury Trading Estate, Crown Lane, Hartlebury	0.17	CFS0061b
SWDP NEW 79	Hartlebury Trading Estate, Crown Lane, Hartlebury	0.31	CFS0061c
SWDP NEW 80	Hartlebury Trading Estate, Crown Lane, Hartlebury	0.65	CFS0061d
SWDP NEW 81	Hartlebury Trading Estate, Crown Lane, Hartlebury	1.34	CFS0061e
SWDP NEW 82	Hartlebury Trading Estate, Crown Lane, Hartlebury	6.24	CFS0061f
SWDP NEW 83	Two Shires Park, Weston Rd, Honeybourne	31.27	CFS0925
SWDP NEW 84	Snodsbury Farmhouse, Bow Wood Lane, Upton Snodsbury	1.71	CFS0775
SWDP NEW 85	Eatons Farm, Church Lane, Tibberton	30.1	CFS0400
SWDP NEW 86	Land at Hampton Lovett (west of A442), Hampton Lovett	10.67	CFS0501
SWDP NEW 87	Land at Hampton Lovett (east of A442), Hampton Lovett	11.13	CFS0502
SWDP NEW 88	Land adjacent Strensham Court Wood, Twyning Rd, Strensham	14.76	CFS0880

Source: SWDP Preferred Options Consultation, 2019

Table A1.6 – Wychavon Mixed-Use Allocations

Policy Ref.	Site	Site Area (ha)
Reallocations		
SWDP REALLOCATE 19	Garage, High St, Pershore	0.47
SWDP REALLOCATE 20	Garage Court, Abbots Rd, Pershore	0.25
SWDP REALLOCATE 21	Land adjacent Conningsby Dr, Pershore	0.93
SWDP REALLOCATE 22	Boxing Club, Kidderminster Rd, Droitwich Spa	0.11
SWDP REALLOCATE 23	Oakham Place, Droitwich Spa	0.16
SWDP REALLOCATE 24	Acre Lane, Droitwich Spa	0.38
SWDP REALLOCATE 25	Willow Court, Westwood Rd, Droitwich Spa	0.17
SWDP REALLOCATE 26	Canal Basin (Netherwich), Droitwich Spa	1.1
SWDP REALLOCATE 27	Employment site, top of Kings Rd, Evesham	3.8
SWDP REALLOCATE 28	Land off Davies Rd (former leisure centre), Evesham	1.21
SWDP REALLOCATE 29	Land at Offenham Rd East, Evesham	1.88
SWDP REALLOCATE 30	Land behind Lichfield Ave, Evesham	1.04
SWDP REALLOCATE 31	Land off Abbey Rd, Evesham	19.78
SWDP REALLOCATE 32	Land adjacent Station Rd, Broadway	10.99
SWDP REALLOCATE 33	Laurels Ave, Offenham	0.95
SWDP REALLOCATE 34	The Racks, Ombersley	1.24
SWDP REALLOCATE 35	Land north of Woodhall Lane, Ombersley	2.03
SWDP REALLOCATE 36	Station Rd, Ashton under Hill	1.13
SWDP REALLOCATE 37	Elmley Rd, Ashton under Hill	0.69
SWDP REALLOCATE 38	Land off Roman Meadow, Pershore Rd, Eckington	0.94
SWDP REALLOCATE 39	Site adjacent Nine Acres, Oerbury	0.54
SWDP REALLOCATE 40	Land off Main St, Sedgeberrow	0.79
SWDP REALLOCATE 41	Garage site off A422 and land to the rear, Upton Snodsbury	1.12
SWDP REALLOCATE 42	Land at Conderton Close, COnderton	0.58
SWDP REALLOCATE 43	Land at Park Farm, Jobs Lane, Kemerton	0.34

Policy Ref.	Site	Site Area (ha)
New Allocations		
SWDP NEW 14	Land north/south of Union Lane, Droitwich Spa	2.92
SWDP NEW 18	No. 72 High Street, Evesham	0.58
SWDP NEW 19	Riverside Shopping Centre	1.45

Source: SWDP Preferred Options Consultation, 2019

A1.50 Table A1.7 provides a list of the Malvern Hills employment allocations, including reallocations and new allocations. Table A1.8 lists the mixed-use allocations with potential for employment components in Malvern Hills.

Table A1.7 – Malvern Hills Employment Allocations

Policy Ref.	Site	Site Area (ha)	SWDP/Planning Ref. or SHELAA Ref.
Reallocations			
SWDP REALLOCATE 72	Blackmore Park, Malvern	5.4	SWDP 54
New Allocations			
SWDP NEW 105	Park Farm, Blackmore Park Rd, Malvern	14.05	CFS0117
SWDP NEW 106	Land adjacent to Blackmore Park, Malvern	24.1	CFS0652
SWDP NEW 107	Land off B4208 between Hill View Area and Willow End Business Park, Malvern	6.5	CFS0082
SWDP NEW 108	Land off B4208 between disused railway track and Willow End Business Park, Malvern	2.1	CFS0084
SWDP NEW 109	Land at Mayfield Rd, Malvern	9.72	CFS1097a
SWDP NEW 110	Land at Mayfield Rd, Malvern	11.25	CFS1097b
SWDP NEW 111	Land to the west of Worcester Rd, Open Barn Farm, Kempsey	8.45	CFS1019
SWDP NEW 112	Land at Bluebell, Holly Green	6.64	CFS0487
SWDP NEW 113	Land to the north of Digaway, Holly Green	1.88	CFS0696

Source: SWDP Preferred Options Consultation, 2019

Table A1.6 – Wychavon Mixed-Use Allocations

Policy Ref.	Site	Site Area (ha)
Reallocations		
SWDP REALLOCATE 70	Malvern Technology Centre (QinetiQ), Malvern	15.4 Emp. 4.5
SWDP REALLOCATE 71	Development at north east Malvern	58.64 Emp. 10.0

Source: SWDP Preferred Options Consultation, 2019

South Worcestershire Development Plan - Authorities' Monitoring Report (AMR) 2020 and 2021 data

A1.51 This Authorities' Monitoring Report 2020 (AMR) has been jointly prepared by South Worcestershire Councils to monitor the policies of the SWDP, which was adopted on 25th February 2016. This is the fourth annual monitoring report for the adopted South Worcestershire Development Plan and covers the period 1st April 2019 to 31st March 2020.

A1.52 The amount of new employment land provided / lost across South Worcestershire in the monitoring year is 203.15 ha gained, and 8.8 ha lost (so 195.07 ha net completed), both mainly in Wychavon District. Also, in terms of commitments, there is a further 244.34 ha, and 14.22 ha in losses (so 230.12 ha net proposed), again mainly in Wychavon District. This data has been used in the forecasting within this revised EDNA.

A1.53 Data provided by the Councils for 2021 (yet to be published in a monitoring report) state that the amount of new employment land provided / lost for completions across South Worcestershire in 2021 was 39.66 ha gained, and 1.78 ha lost (so 37.88 ha net). For commitments in 2021, 149.32 ha was gained, and 8.02 ha was lost (so 141.30 ha net). Commitments are the most pronounced in Wychavon District.

Malvern Hills

Malvern Hills Five Year Plan 2020

A1.54 Malvern Hills District Council created their five year plan in 2020 that sets out a number of actions to be completed by 2025. These actions are focused on three priority areas:

- a) Communities
 - i. Deliver 550 affordable homes and bring 200 empty homes back into use by 2025.
 - ii. Work with key partners to negotiate and promote intermediate housing solutions including shared ownership and other products, providing at least 40 units to meet local housing need during 2021/2022
- b) Economy
 - i. Bring forward land and premises for new business to grow
 - ii. Support at least 100 businesses to grow through business start up and growth programmes

- iii. Make land available to create more than 100 new jobs through phase 6 and beyond of Malvern Hills Science and Technology Park by 2025
 - iv. Deliver new workspace and employment and key employment sites
 - v. Work with partners to deliver a plan to remediate and service employment land at QinetiQ for additional Research and Development based business development.
 - vi. Improve rail infrastructure – Upgrade Rushwick and Worcester Rail Stations and Car Parks
 - vii. Improve road infrastructure – Upgrade the capacity of the A449, Worcester Southern Link Road Phase 4 and A38/A4104 Bluebell Farm Junction.
- c) Environment – Introduce schemes to achieve carbon neutrality by 2050 while reducing waste and improving the natural and built environment.

Malvern Hills Economic Development Strategy 2013-2018

A1.55 The Economic Strategy for Malvern Hills aims to create the conditions for sustained economic and jobs growth and to ensure Malvern Hills is accommodating to business and able to match the requirements of potential inward investors.

A1.56 It set out detailed actions under five priorities, one of which is 'land and premises'. This highlights the need for Malvern Hills District to provide a readily available supply of buildings and sites in order to:

Ensure a balanced portfolio of sites is available and deliverable across the District to accommodate a range of business uses.

Provide the sites required to support the growth and development of the high technology sector.

Ensure that SWDP and planning practice reflect the broad economic needs and the role of the District in the sub-region.

Allow for appropriate business premises and their location within the District to address business needs for existing and new business (e.g. by size, appropriate locations, tenure and proximity to suppliers).

A1.57 As most existing business parks and industrial sites are fully occupied there is a limited supply of suitable 'shovel ready' sites or speculative premises to support future growth in Malvern Hills District. It is known that there is demand from businesses for readily available sites, (preferably freehold), to enable them to build bespoke premises and stay in Malvern Hills. Furthermore suitable/accessible land and premises will allow key employment initiatives such as further growth of Malvern Hills Science Park and Worcestershire LEP objectives for growth in the Cyber sector to be accomplished. The availability of land and premises will also ensure that Malvern Hills can compete with neighbouring areas.

A1.58 The Economic Strategy also highlights the need to address rural employment and business needs, with one potential strength being the district's food production and manufacturing employment sector, which is currently poorly understood/underestimated. There is potential for the sector to link in with the tourism, hospitality and leisure sector across the district and provide much needed rural employment across a range of industries.

Employment Land Allocation at QinetiQ, Malvern (2015)

- A1.59 Malvern Hills District Council appointed AMION Consulting and Thomas Lister in order to review the evidence in support of the adopted Local Plan target of 4.5 ha of specialist employment land on the QinetiQ site in Malvern. This is being sought after for Class B1(b) employment uses in order to support the growth of the cyber/IT sector.
- A1.60 QinetiQ however “has recently consulted on proposals that would bring forward 3.1 ha rather than the allocated 4.5 ha of employment land as part of the redevelopment of surplus land totalling 14 ha and contend that this is all that is required up to 2030 – although no evidence to support this contention has so far been supplied.”
- A1.61 Overall, the report highlights that there is a strong enough policy context to allow a provision of at least 4.5 ha of Class B1(b) employment land on the QinetiQ site. This is provided under Policies DS.9 and DS.10 of the Malvern Hills District Local Plan and in the emerging SWDP under draft Policy 53. This is based on a number of key factors:
*“The on-going need for specialist employment use in this location;
The designation of the site as a ‘Game changer’ of strategic significance;
The opportunity provided by its brownfield condition;
The expansion proposals for activity at MHSP;
Support for the nationally significant cyber security and defence cluster; and
Current Examination has not sought to reduce the allocation of employment land and, as such, it has been treated as a minimum provision.”*
- A1.62 The report identifies that the Science Park landholding will be fully developed out with the completion of Phase 4, therefore the 4.5 ha at QinetiQ will be invaluable in providing additional capacity for complementary grow-on space. The report concludes that “the total additional employment land requirements to 2030 within MHSP relevant sectors and use classes are within the range of 4.6 ha to 5.4 ha.” This is larger than the QinetiQ proposal of 3.1 ha of employment land.
- A1.63 In summary, there have been significant policy changes since the development of the 2004 Masterplan. Importantly, in the recent policy documents, the MHSTP site is recognised and supported as a key ongoing employment site. However, there is recognition that residential uses will form part of a regeneration of disused land at QinetiQ.

Worcester

Worcester Employment Land Monitor 2020

- A1.64 This report provides information on the supply of employment land in Worcester for the period 1st April 2019 – 31st March 2020 and forms part of the City Council’s annual monitoring programme.
- A1.65 In the year 1st April 2019 to 31st March 2020, 6.79 hectares of land was developed for new B use class employment space. This is a significant increase on the development seen in 2018/19 where 0 ha of employment land was developed and far exceeds average rate of development over the past five years. There is 21.07 hectares of supply

outstanding – 12.77 ha of committed employment sites and 8.3 ha of allocated employment land without planning consent (see Table A1.3 below).

Table A1.9 – Employment Land in Worcester 2006-2020

	Ha
Employment Land Built (since 2006)	23.12
Employment Land Under Construction on 31st March 2020	6
Commitments for Employment Uses Including Allocated Sites	6.77
Employment Land Allocated without planning permission	8.3
Total Land Supply	21.07
Loss of Employment Land (2006-2020)	42.56

Source: Worcester City Employment Land Monitor, Table 1, 2020

A1.66 Table 2 of the Employment Land Monitor summarises the statuses of the employment allocations in Worcester at the time of publication and these comments have been referred to in the assessment of sites within this EDNA. This table is replicated below.

Table A1.10 – Status of Local Plan Employment Sites

Site	Ha	Comments
Employment land with permission and/or under construction at 01/04/2017		
SWDP43/15 Worcester Woods	11	2.7 ha lost to non-employment uses. Previous application for office use has now expired. 8.3 ha remaining.
SWDP43/18 University Park	11	4 ha remaining following approval of residential development on part of this site allocation (P18C0175). However, there is current planning application on the remaining 4 ha for 120 dwellings (20/00249/OUT). If approved, all employment land will have been lost to other uses on this site.
SWDP43/20 Land at Nunnery Way	8	Phase 1 and 2 both complete (Phase 1: P15Q0465, Phase 2: 19/00056/FUL)
SWDP43/16 Whittington Road	4	4 ha lost to alternative residential development commenced in March 2019 (P18G0322)
SWDP43/22 Midland Road	1	2 units totalling 2,786 sqm for B1a, B1c or B8 use nearing completion (P18D0210).
Local Plan Employment Land Allocations		
SWDP43/23 Land South of Warndon Wood	5	3 units totalling 21,072 sqm for B1a, B2 or B8 use approved and under construction (P17P0247).

Source: Worcester City Employment Land Monitor, Table 2, 2020

A1.67 The provision of employment land within the City of Worcester has been monitored against the requirements of the adopted South Worcestershire Development Plan and is shown in Table A1.5. In the past year the deficit against the Local Plan target has

decreased by 1.08ha to 35.81ha. This figure is gross and does not factor in employment land losses since 2006 which if considered the net employment land supply against the SWDP target for Worcester City would be a deficit of 78.37 hectares.

Table A1.5 – Worcester City Employment Land Supply March 2020

	Ha
SWDP 2006-2030 Requirement	80
Completions 2006-2020	23.12
Commitments at March 2020	12.77
Residual Balance (Completions + Commitments) – Local Plan Requirement	(23.12 + 12.77) - 80 = -44.11
Local Plan Employment Allocations (excluding commitments) at March 2020	8.3
Surplus/Deficit against Local Plan target	-35.81

Source: Worcester City Employment Land Monitor, Table 4, 2020

- A1.68 There is a significant deficit in the supply of employment land within Worcester compared to the target set in the adopted Local Plan
- A1.69 In the year 1st April 2019 to 31st March 2020, 6.79 hectares of employment land was developed. The average rates of development per year over the past 10 years (1.41 hectares) and over the past five years (2 hectares) do not compare favourably against