

6 Employment Sites

6 Employment Sites

Strategy & Options

6.1 To help establish Telford as the destination of choice for development and business investment in the region, the Strategy & Options consultation document (June 2013) offered a number of options for the location of economic development. Comments received were supportive of identifying specific sites and areas for employment development. This document carries forward the principles of this approach by identifying proposed sites for employment uses.

Picture 6.1 Employment use in Stafford Park, Telford



Selection of sites

6.2 An overriding aim of the Local Plan is to strengthen and protect the identity of Telford as a "green town" as well as continue to lead the way in delivering housing and economic growth. In particular we seek to support an arc of employment around the east of Telford to take advantage of the connections to the national motorway and rail system and the West Midlands conurbation.

6.3 Paragraph 21 of the National Planning Policy Framework (NPPF) states that 'local planning authorities should "...set criteria or identify strategic sites for local and inward investment to match the (economic) strategy and to meet anticipated needs over the plan period; plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries; ... identify priority areas for economic regeneration, infrastructure

provision and environmental enhancement." Our identification of employment sites recognises the importance of the arc of employment to the east of the town and addresses the NPPF requirements.

6.4 The types of land use that are classed as 'employment' and are included in this assessment are defined by the Use Classes Order 1987 (as amended). These are as follows;

Table 23 Use Classes

Use Class Code:	Type of Employment Development:
B1a	Offices
B1b	Research and Development (e.g. Laboratories)
B1c	Light Industry (e.g. Workshops)
B2	General Industrial (e.g. Factories)
B8	Storage and Distribution (e.g. Warehouses)

6.5 The steps taken to identify the employment sites and their uses presented are as follows;

Stage 1: Initial site assessment

6.6 Proposed employment sites were assessed according to the criteria contained in the Employment Land Review. This helped identify the type of employment development that would be suitable on each site.

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Stage 2: Evaluation

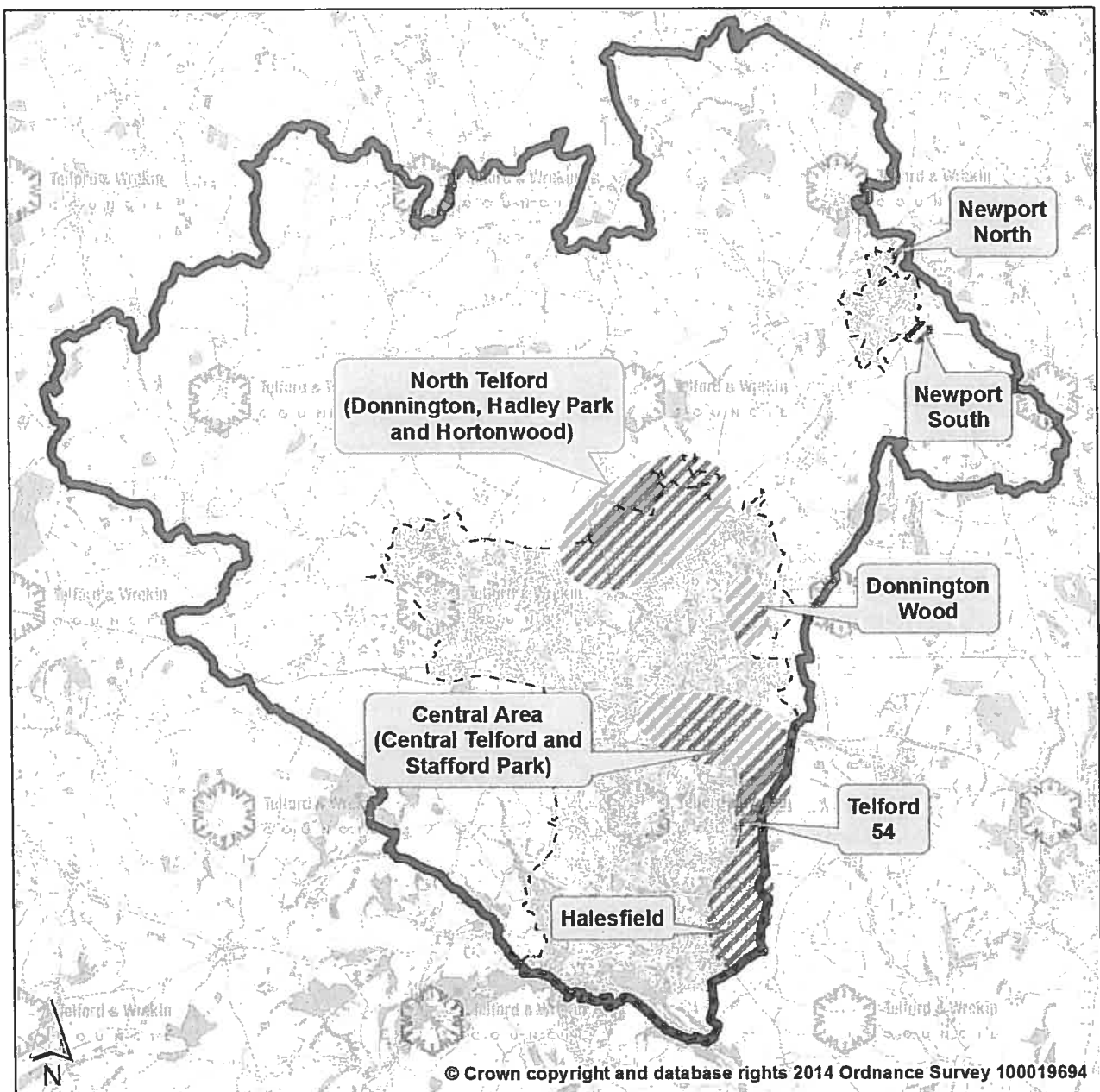
6.7 The sites identified in stage 1 were evaluated using input from specialist officers to provide a more precise and accurate assessment of sites.

Stage 3: Site selection

6.8 We have identified 6 Strategic Employment Areas as shown on map 6.1.

These are broad locations within the urban areas of Telford and Newport where there are significant opportunities for employment development and investment. They are considered best suited to attract local and inward investment to meet the new Local Plan strategy and to meet anticipated local and borough wide needs.

Map 6.1 Strategic Employment Areas



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Strategic Employment Areas

6.9 The Strategic Employment Areas have been identified on the basis of the following considerations;

- our strategy for economic development, as consulted on during the Strategy & Options consultation
- supporting an arc of employment around the east of Telford
- locations with the greatest quantities and concentrations of sites available for development as identified in the Employment Land Review
- areas where there are already established employment uses, helping to increase the potential for clustering and networking of industries
- locations with good access to major road and rail networks (e.g. the M54 and the rail freight terminal), thus offering the opportunity to link with similar industries elsewhere
- areas in close proximity to places in greatest need of job creation.

North Telford (Donnington, Hadley Park and Hortonwood)

6.10 This area contains a significant concentration of existing businesses and industries with a large amount of employment land that is available for development. Hortonwood itself contains over 50 hectares of land that is available for employment development.

6.11 There are major employers in this area including GKN Sankey, Epson and the Ministry of Defence. The concentration and close proximity of these industries in this area of north Telford enables clustering, networking and the sharing of knowledge and ideas.

Picture 6.2 Employment use in Hortonwood, Telford



6.12 We are currently bidding for MOD Donnington to become the national logistics facility for the Ministry of Defence. The inclusion of the MOD facility within the Strategic Employment Area will support this bid by emphasising the priority for focusing investment and development in this area. This also presents new and existing businesses that are linked to the military logistics supply chain with significant opportunities for growth.

6.13 This area has established infrastructure to support substantial employment development. This includes the Telford International Railfreight Terminal which provides opportunities for new and existing businesses to connect and distribute to economies outside the borough, both within the UK and abroad.

Picture 6.3 Telford International Railfreight Terminal, Hortonwood



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6.14 The location of this area on the edge of Telford, with further potential development sites located beyond the current development boundary, provides potential for long term economic growth up to 2031.

6.15 Taking in to account the transport connections and the existing businesses in this area, the preferred use classes to be prioritised here are;

- B2 (General Industry) and B8 (Storage and Distribution) in Hortonwood and MOD Donnington
- B1b (Research & Development) and B1c (Light Industry) in Hadley Park, with some B2 (General Industry) on larger sites

Donnington Wood

6.16 This area contains an existing employment park with a number of notable employers including Lyreco, Maiden's of Telford and Müller. There are three development sites that remain available for development in close proximity to these established businesses, totalling 20 hectares.

6.17 Taking in to account the highway connections and existing industries in this area, the preferred use classes to be prioritised here are;

- B2 (General Industry) and B8 (Storage and Distribution)

Central Area (Central Telford and Stafford Park)

6.18 This area is focused on locations within close proximity to Telford town centre (broadly in line with the extent of the Central Telford Area Action Plan) and the large industrial estate at Stafford Park. Telford Town Centre's employment uses are largely comprised of offices in concentrations to the west (at Malinsgate, Telford Square and Hall Court), north (around Ironmasters Way) and east (at Grange Central) of Telford Shopping Centre.

Picture 6.4 Central Telford offices and Telford Central Railway Station



6.19 Adjoining the town centre to the north east there are major transport connections at Telford Central Railway Station, the M54 and the A442/A5 Hollinswood Interchange. Beyond these are further office buildings at Euston Way, Stafford Court and Central Park.

6.20 The employment uses become more industrial to the east of the area, within Stafford Park Industrial Estate. Although there is no longer any available development land that has been identified as remaining within Stafford Park, there do continue to be opportunities for growth and development in this area through the reuse and redevelopment of existing buildings.

Picture 6.5 Employment use in Central Telford



6.21 Taking into account the existing industries in these areas and their central location and good transport connections, the following uses are preferred here;

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- B1a (Offices) and B1b (Research and Development) in Central Telford
- B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution), with B1b (Research and Development) in Stafford Park

Halesfield

6.22 Halesfield is one of the earliest employment areas to have been developed in Telford under the New Town programme and some of its older premises are now in need of renewal. It continues to provide a supply of vacant land for employment development, totalling 15 hectares, so there is potential to bring new development and industries to revitalise this established employment area, as well as supporting the growth and expansion of existing businesses. This area has direct access to the trunk road network via the A442 and is located within 5 minutes drive from the M54. There is also an existing railway line adjoining to the west.

6.23 The preferred employment uses in this area are as follows;

- B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution), with some limited B1b (Research and Development)

Newport (North and South)

6.24 Newport contains two Strategic Employment Areas focused around Audley Avenue and Plough Lane. The Audley Avenue area is currently the subject of a number of proposals for redevelopment which may potentially see some employment land and buildings changing to other uses as well as some additional new employment development. We commissioned a study to understand the implications of these proposed changes on the need for and supply of

employment development in the town⁽¹⁾. This study identified a need for approximately 8 to 9 hectares of employment land in Newport.

6.25 Our preferred approach is to protect and consolidate the existing employment uses in the Audley Avenue area to contribute towards this identified need for additional employment land. In addition, outline planning permission has been granted for 4.5 hectares of employment land as part of a mixed use development east and west of Station Road in the southern part of Newport. Further opportunities for employment development include two sites to the north of Newport that have the potential to help meet this need.

6.26 The preferred employment uses in Newport are as follows;

- B1b (Research and Development), B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution)

Telford 54

6.27 Telford 54 has two high technology industrial units (Synnax/Mitac and Trac) and 30 hectares of development land available over four sites. The area is currently being marketed for advanced automotive supply chain industries, highlighting its close proximity and good access to the M54 and potential to link with the i54 development, 12 miles east of Telford. It also has excellent connections to the A442 and is adjacent to the existing railway line to Birmingham and beyond.

6.28 The preferred employment uses in this area are as follows;

- B1b (Research and Development), B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution)

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6.1 Proposed Employment Sites

6.29 Sites presented in this section have been identified as having potential for employment development; the borough has over 600 acres of land available for employment. The sites are predominantly located within the sub-groupings of the Strategic Employment Areas as described above, however there are also a small number of proposed sites located outside these areas.

6.30 Parish and Town Council area boundaries are shown on each of the maps to enable easier identification of the area that each employment site falls within and also allows comparisons to be made with the housing sites.

6.31 At this stage none of these employment sites have been ruled out as proposed development sites but their future employment use and likely delivery timescales have been identified.

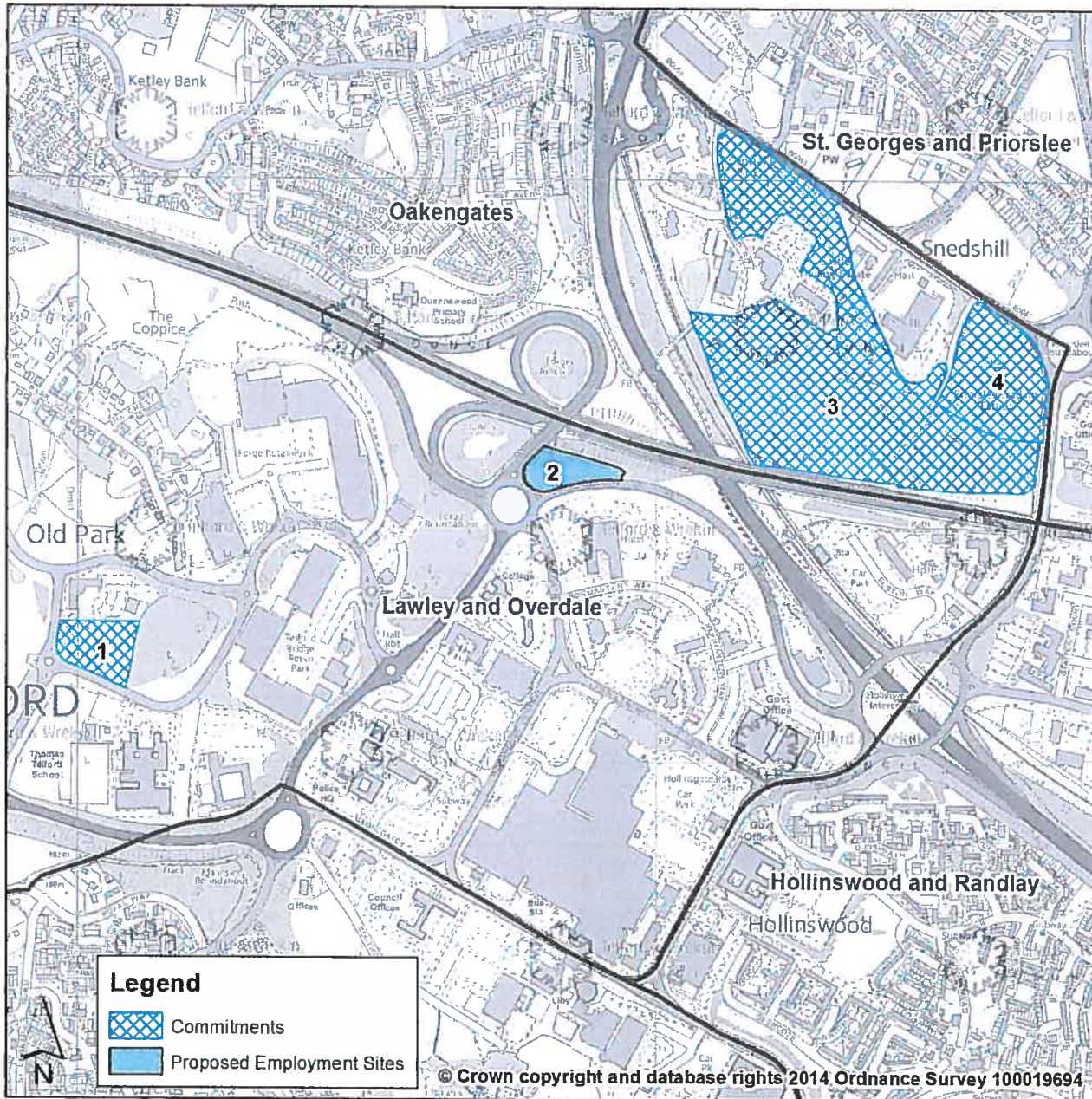
Picture 6.6 Transport links in Central Telford



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Central Telford

Map 6.2 Central Telford Employment Sites



6.32 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

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Table 24 Employment Sites in Central Telford

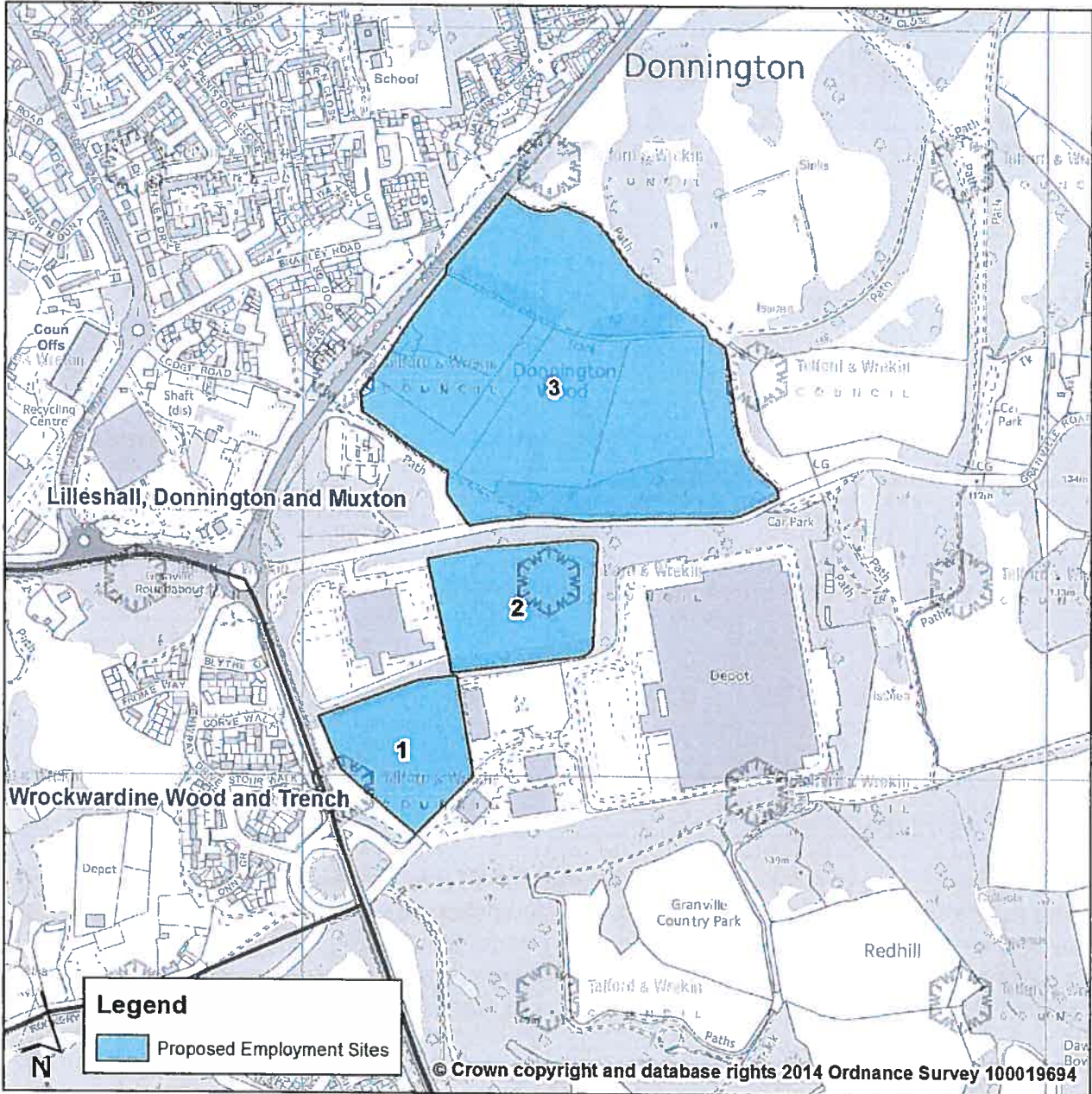
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Central Telford	1	Colliers Way	1.16 B1a (offices) Other town centre uses will also be appropriate	1 to 5
	2	Rampart Way	0.82 B1a (offices) Other town centre uses will also be appropriate	5 to 10
	3	Hollinswood Road	14.62 B1a (offices) B1b (research & development) Other town centre uses will also be appropriate	1 to 5
	4	Telford Way	3.13 B1a (offices) Other town centre uses will also be appropriate	1 to 5

6.33 Sites 1, 3 and 4 are currently allocated for B1a office uses within the Central Telford Area Action Plan. They therefore already have the policy framework to support their delivery in the short term. These allocations could be taken forward in to the Shaping Places Local Plan or a different mixture of allocated sites may be appropriate. At present, these are the only sites that the Council has been made aware of that are located close to a town centre and are therefore appropriate for B1(a) office development and other town centre uses.

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Donnington Wood

Map 6.3 Donnington Wood Employment Sites



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Table 25 Employment Sites in Donnington Wood

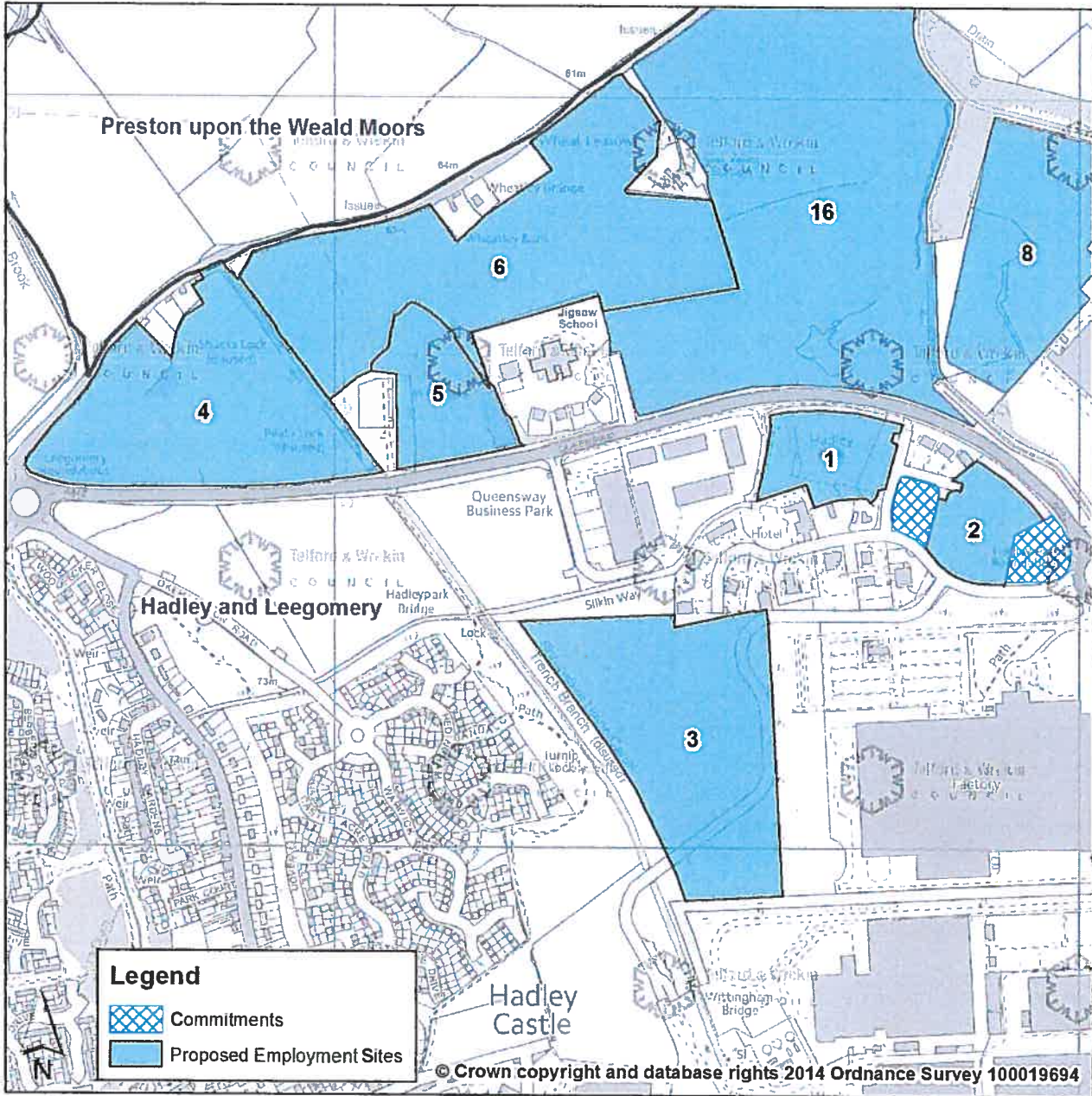
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
Donnington Wood	1	Deer Park Court	2.73	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Granville Road	3.29	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	3	Land at Donnington Wood Way/Granville Road	15.57	B2 (general industrial) B8 (storage & distribution)	1 to 5

6.34 These sites are identified on the Wrekin Local Plan Proposals Map (2000) and have approval for employment use under the New Towns Act (1981) Section 7.1.

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Hadley Park

Map 6.4 Hadley Park Employment Sites



6.35 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

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Table 26 Employment Sites in Hadley Park

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Hadley Park	1	Hadley Park East	1.9 B1b (research & development) B1c (light industrial)	1 to 5
	2	Hadley Park East	1.55 B1b (research & development) B1c (light industrial)	1 to 5
	3	Hadley Park East	8.32 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	4	Land North of A442 Queensway	7.87 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10
	5	Land North of A442 Queensway	2.47 B1b (research & development) B1c (light industrial) B8 (storage & distribution) Sui Generis uses	5 to 10
	6	Land at Wheat Leasowes	11.5 B1b (research & development) B1c (light industrial)	5 to 10

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Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution) Sui Generis uses	
Hortonwood	8	The details for these sites are shown in the Hortonwood table		
	16			

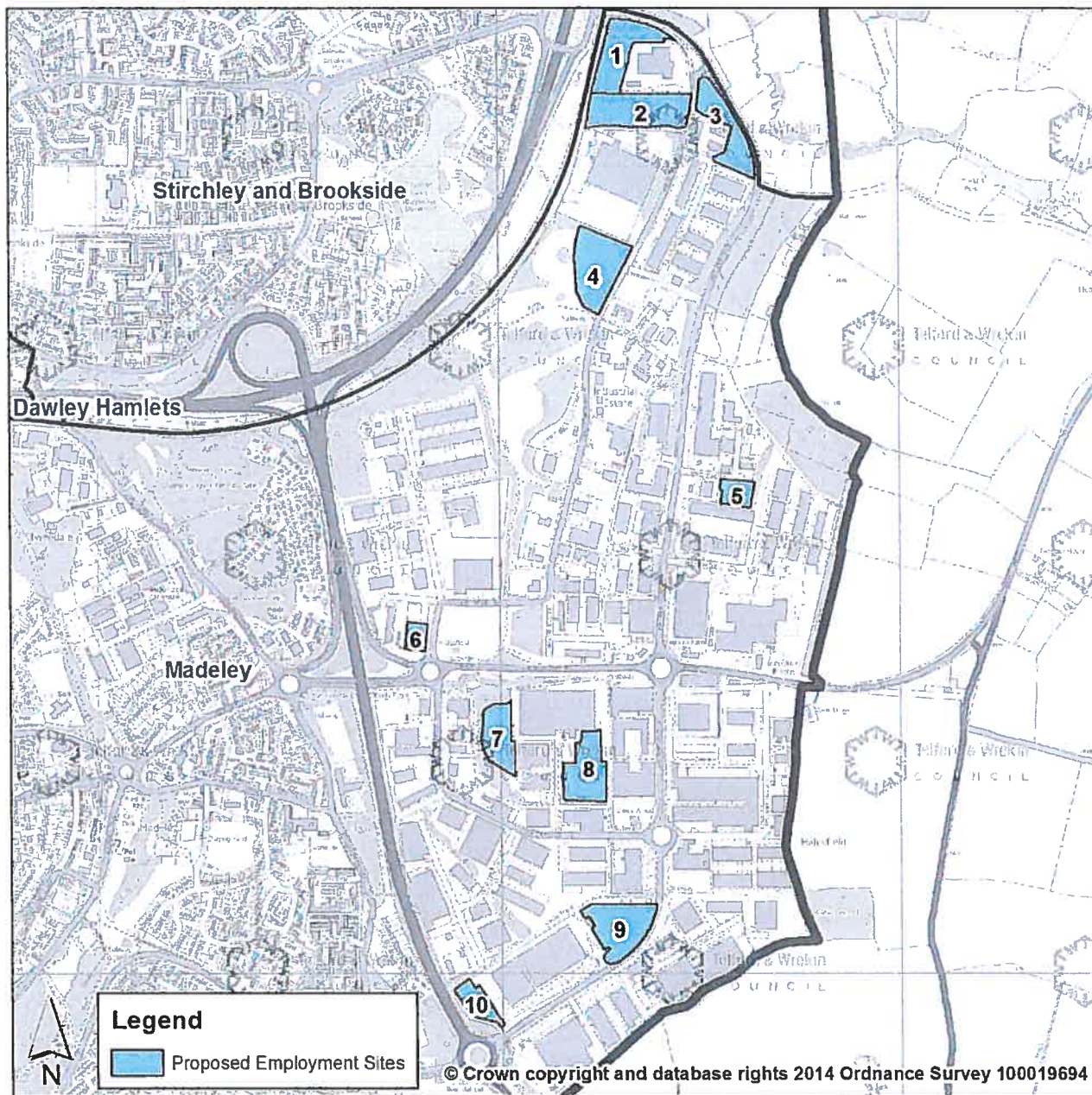
6.36 Sites 1, 2 and 3 are currently shown on the Wrekin Local Plan proposals map as committed employment sites. This is because they were subject to approval for industrial development under the New Towns Act (1981) Section 7.1. Sites 4 and 5 provide opportunities for longer term development in this area of Telford.

6.37 Sites 1 and 2 have been identified as being most appropriate for B1b and B1c development as this would complement the existing development in Hadley Park. Sites 3 and 4 are larger and are therefore capable of accommodating a wider range of employment uses. Sites 5 and 6 would provide logical extensions to the current uses in Hadley Park.

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Halesfield

Map 6.5 Halesfield Employment Sites



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Table 27 Employment Sites in Halesfield

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Halesfield	1	Halesfield 25	1.64 B1c (light industrial) B2 (general industrial)	1 to 5
	2	Halesfield 25	2.03 B1b (research & development) B1c (light industrial)	1 to 5
	3	Halesfield 1	1.37 B1b (research & development) B1c (light industrial)	1 to 5
	4	Halesfield 24	1.96 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	5	Halesfield 2	0.5 B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	6	Halesfield 18	0.35 B1c (light industrial)	1 to 5
	7	Halesfield 15	1.13 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	8	Halesfield 15	1.46 B1b (research & development) B1c (light industrial) B2 (general industrial)	1 to 5

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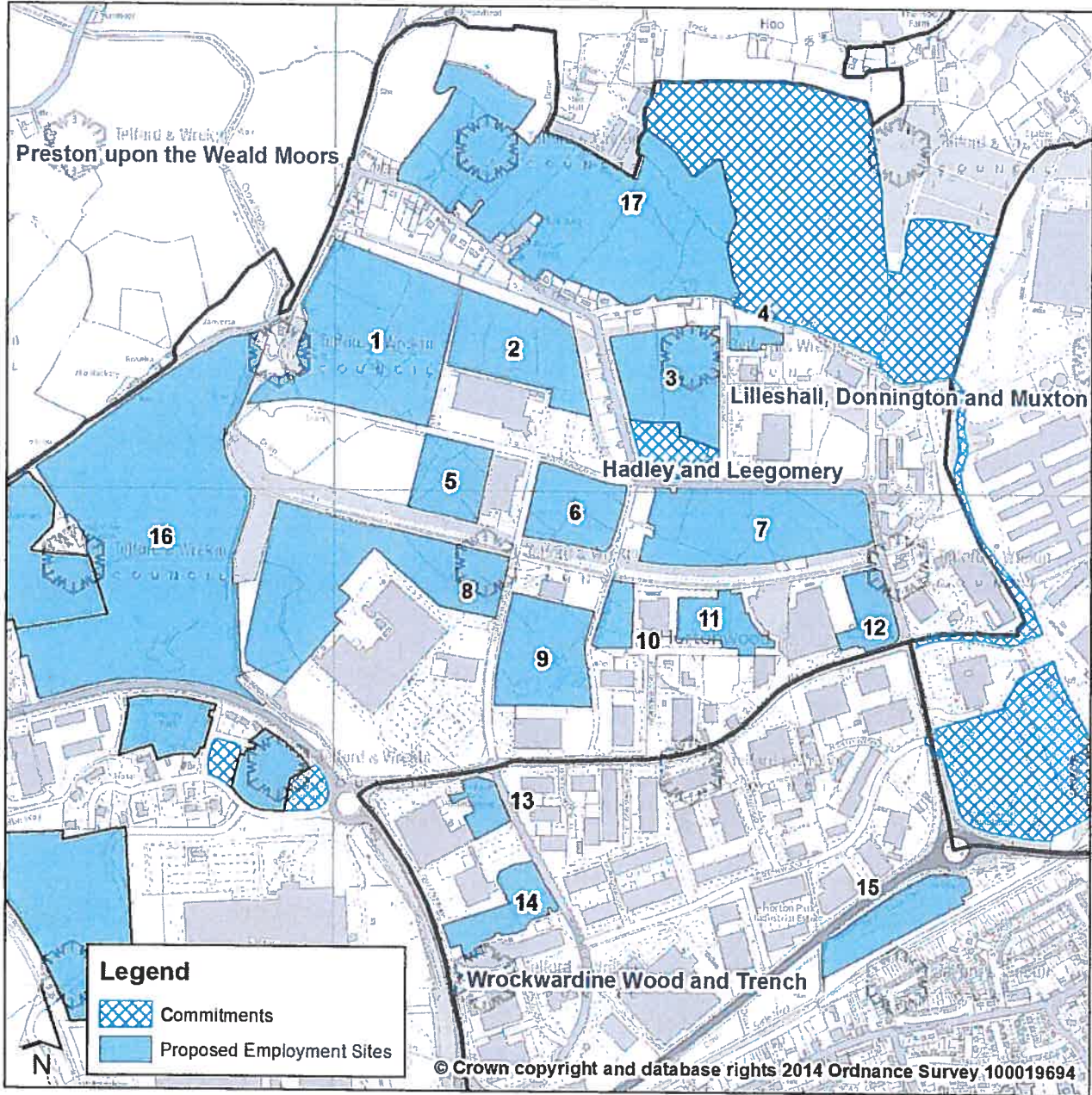
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution)	
9	Halesfield 10	1.77	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
10	Halesfield 10	0.61	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

6.38 Halesfield contains a large number and wide range of vacant development sites in varying ownerships. Most of these have been identified as being appropriate for all types of employment use, excepting offices. The existing industrial uses in Halesfield are also quite wide ranging, from smaller scale industrial units to larger scale factories and warehouses. The potential use of sites 1, 2, 3, 5 and 6 have been limited to smaller scale industrial development due to their smaller site size.

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Hortonwood

Map 6.6 Hortonwood Employment Sites



6.39 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

6.40 Sites in Hadley Park are shown without reference numbers for information. These sites are detailed in the Hadley Park section above.

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Table 28 Employment Sites in Hortonwood

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Hortonwood	1	Hortonwood 45	9.24 B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Hortonwood 45	4.14 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	3	Hortonwood 65	4.02 B2 (general industrial) B8 (storage & distribution)	1 to 5
	4	Hortonwood 66	0.44 B1c (light industrial) B8 (storage & distribution)	1 to 5
	5	Hortonwood 45	2.15 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	6	Hortonwood 40/45	2.58 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	7	Hortonwood 60	6.34 B1c (light industrial)	1 to 5

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Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B2 (general industrial) B8 (storage & distribution)	
8	Epson (UK) Ltd	8.5	B2 (general industrial) B8 (storage & distribution)	1 to 5
9	Hortonwood 40	3.76	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
10	Hortonwood 35	0.86	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
11	Hortonwood 35	1.55	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
12	Hortonwood 50	1.38	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

6 Employment Sites

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Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
	13	Hortonwood 1	0.82	B8 (storage & distribution)	1 to 5
	14	Hortonwood 1	1.85	B2 (general industrial)	1 to 5
	15	Land at Telford International Railfreight Terminal	2.48	B8 (storage & distribution)	5 to 10
	16	Wheat Leasowes	21.72	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10
	17	Land at Horton	16.73	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	10 to 15

6.41 Hortonwood provides the largest single supply of potential employment development land out of all the areas identified within the Employment Land Review, totalling over 50 hectares. As with Halesfield, there are already a wide range of existing industrial uses from smaller scale industrial units to larger format factories and warehouses. There are a greater range of warehousing and distribution industries here and the presence of the Telford International Railfreight Terminal suggests that promoting the development of B8 industries in this area may be particularly appropriate.

6.42 Sites 16 provides an opportunity for short to medium term employment development and site 17 provides an opportunity for longer term employment development, both are logical extensions of Hortonwood.

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Newport (North and South)

6.43 A recent study⁽²⁾ on employment land in Newport identified a need for approximately 8 to 9 hectares of employment development land in the town over the next plan period. This is over and above the amount of land that is already built or committed for development.

6.44 Further land will therefore need to be identified in Newport to be considered for allocation. At this stage the Council has identified two sites in the north of Newport that would be large to accommodate this land requirement. These are both located in close proximity to the A41 bypass and the A519 and they can be considered alongside the adjoining proposed housing sites to the south (sites 485 and 907 as shown on the Newport housing map) in order to deliver a mixed use development to the north of Newport.

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Map 6.7 Newport (North and South) Employment Sites

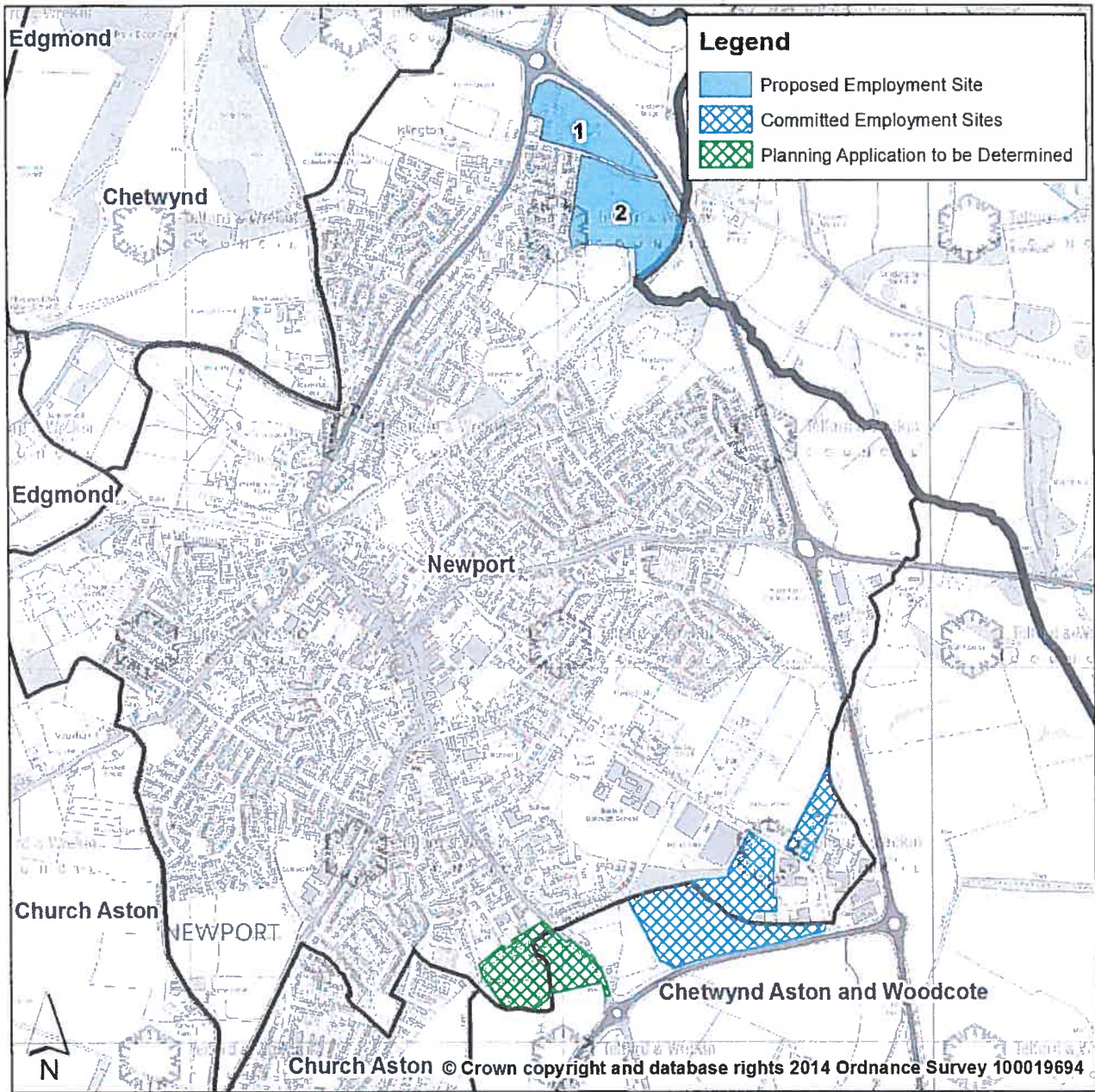


Table 29 Employment Sites in North Newport

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Newport 1	Land at Plough Lane	3.78	B1b (research & development) B1c (light industrial) B2 (general industrial)	5 to 10

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Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution)	
2	Land at Plough Lane	6.07	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10

6.45 As part of this consultation, the Council is inviting you to tell us about any site that you think we should consider that we have not already done so. Using the response form please provide information on any site within Newport that may have potential for employment use. The suggested site will be assessed and subject to the outcome of this, used to inform the next stage of the site allocations process and Draft Local Plan.

6 Employment Sites

Priorslee

Picture 6.7 Employment Sites in Priorslee

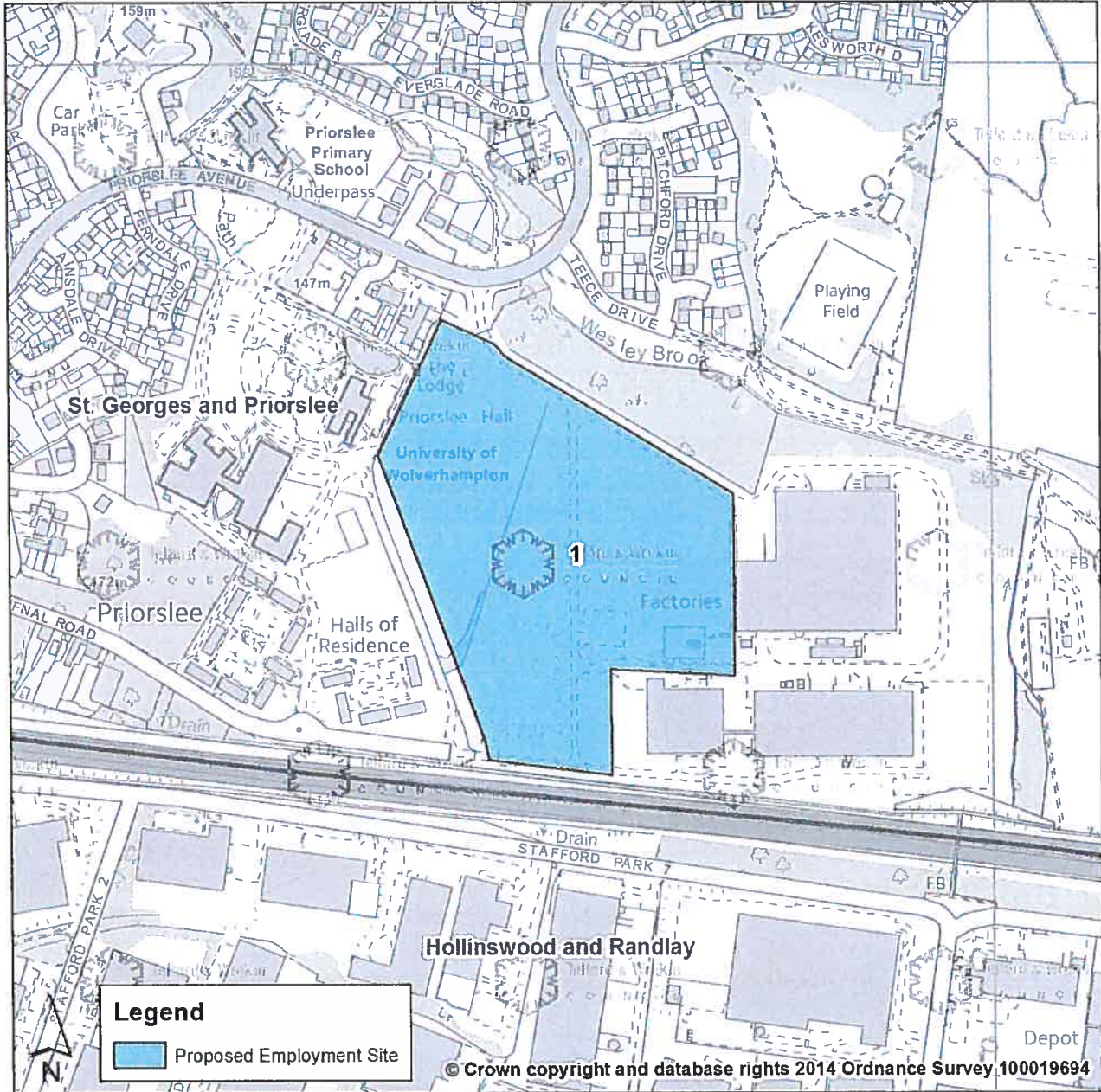


Table 30 Employment Site in Priorslee

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Priorslee 1	Land between Shifnal Road and Priorslee Avenue	9.09	B1b (research & development) B1c (light industrial)	1 to 5

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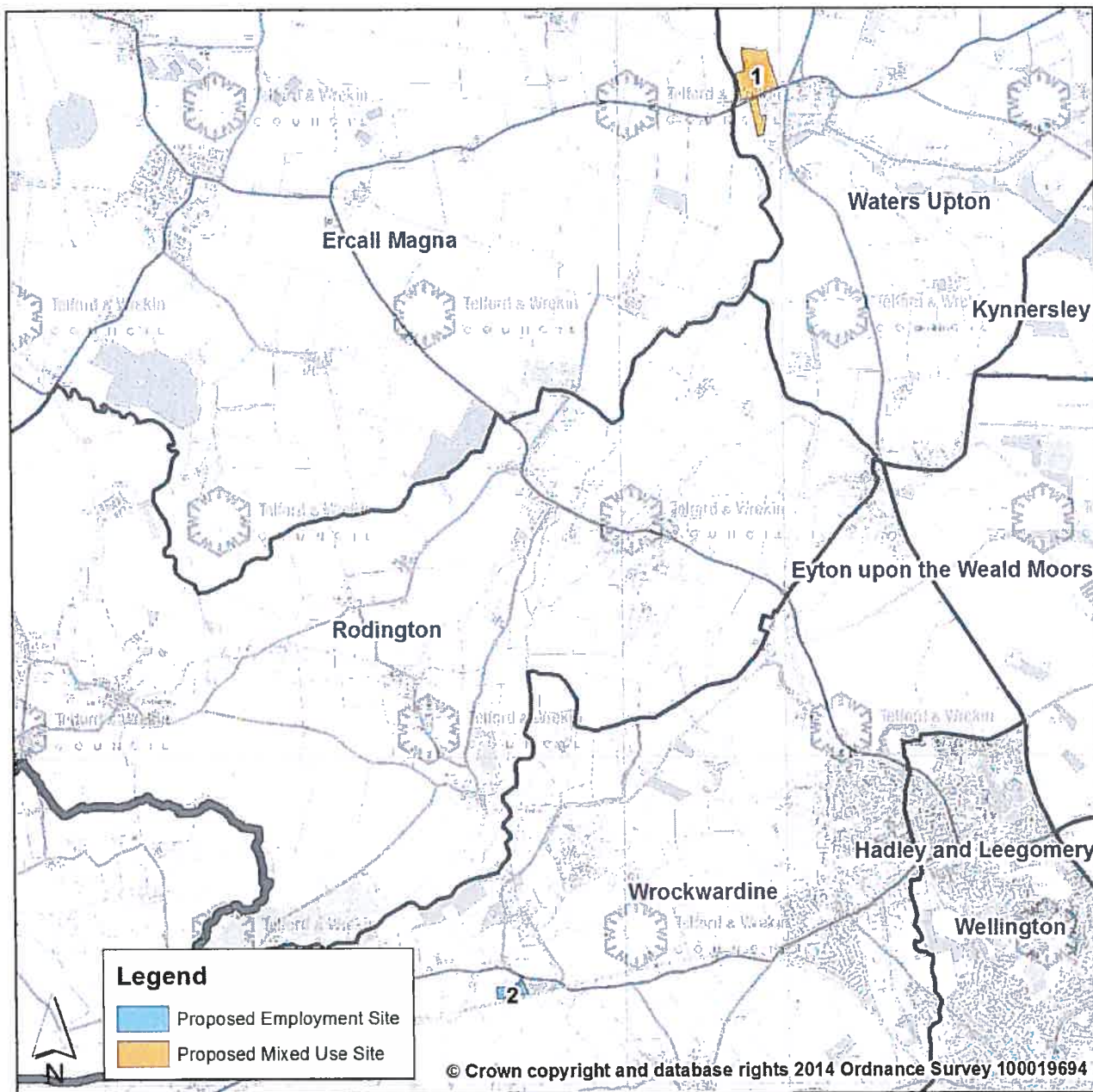
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class		Earliest Anticipated Delivery (years)
				B2 (general industrial) B8 (storage & distribution)	

6.46 This site would provide future expansion land for the existing adjoining employment use.

6 Employment Sites

Rural Area

Map 6.8 Rural Area Employment Sites



6 Employment Sites

Table 31 Employment Sites in the Rural Area

Area & Site Reference		Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Rural Area	1	Dairy Crest, Crudgington	6.59	B1b (research & development) B1c (light industrial) B8 (storage & distribution) As part of a mixed use scheme, along with residential	1 to 5
	2	Former Sugar Beet Factory Site, Allscott	1.34	B1b (research & development) B1c (light industrial) Located adjacent to residential development	1 to 5

6.47 These are two rural sites that have potential to accommodate employment development. They are both due to become available for development as a result of business closure or consolidation and they are both associated with existing rural settlements. The potential development of these sites would need to be considered against the implications of development on the wider rural landscape and associated land uses. Given their location they would be suitable for smaller scale employment development.

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Table 32 Employment Sites in Shawbirch

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
Shawbirch	1	Land off A442 Queensway	20.15	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Land at A442/A5223	23.96	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution) As part of a mixed use scheme, along with residential	1 to 5

6.48 Both of these sites are currently shown as committed sites for employment development on the Wrekin Local Plan proposals map. Both are large, vacant sites that are capable of accommodating most types of employment development - from smaller industrial units to larger format factories and warehouses. Although they are located outside the strategic employment areas there is already the large Maxell factory building adjoining the southern site.

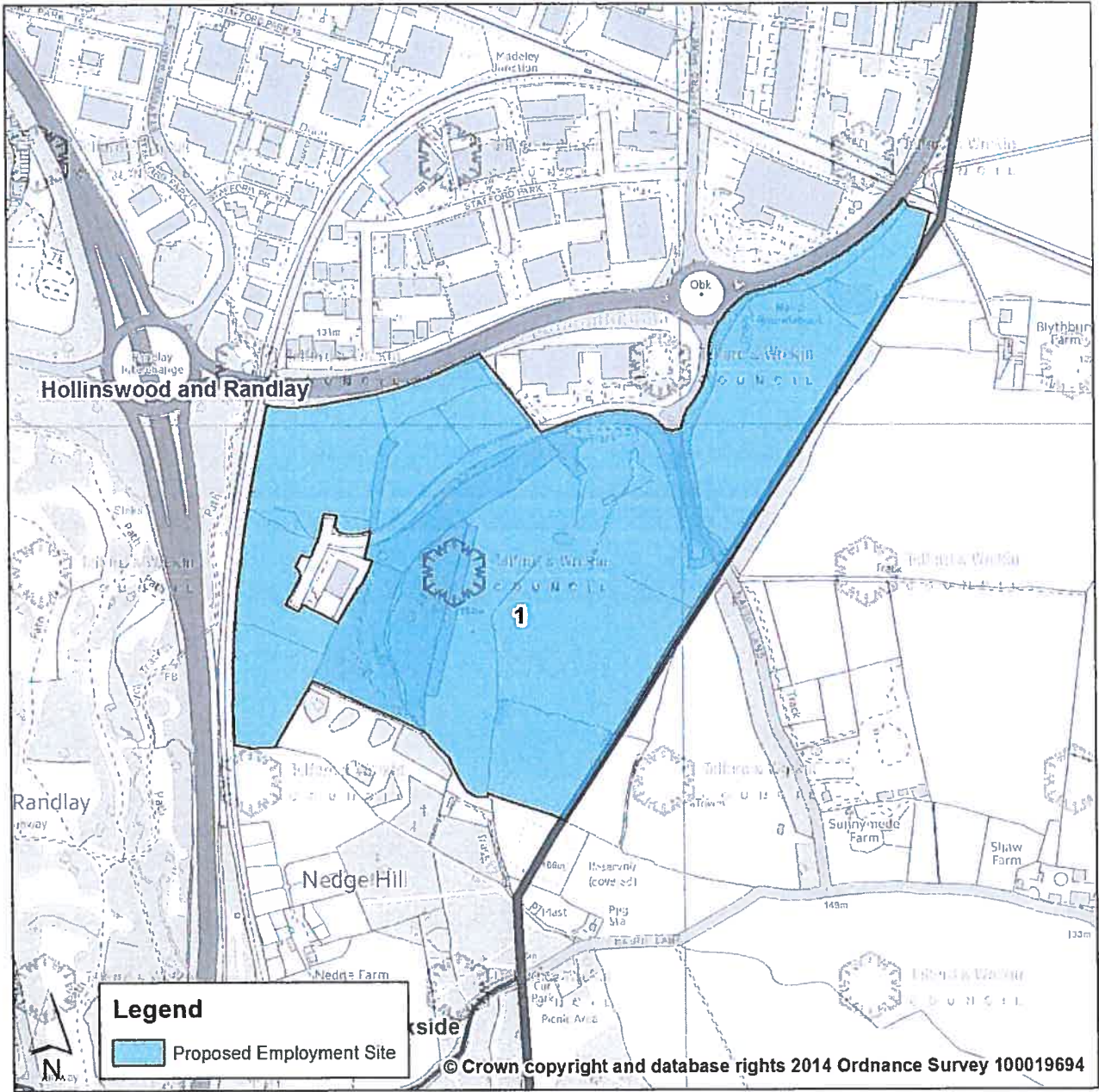
6.49 Site 2 is also identified as a proposed housing site (SHLAA identification 500), so it could be brought forward as a mixed use allocation.

6 Employment Sites



Telford 54

Map 6.10 Telford 54 Employment Site



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Table 33 Employment Site at Telford 54

Area & Site Reference		Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Telford 54	1	Naird Lane	38.13	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

6.50 This area is currently identified as committed for employment use on the Wrekin Local Plan proposals map, as it was subject to approval for industrial development under the New Towns Act (1981) Section 7.1. Most of this land is in HCA ownership. Telford 54 is currently being marketed to maximise potential development opportunities associated with the i54 development 12 miles east of the site. Automotive supply chain industries in any employment use class (excluding B1a office use) are therefore considered as appropriate in this area.