



Report

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# Employment Land Review

## Final Report

Lichfield District Council  
February 2012

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**For and on behalf of GVA Grimley Ltd**

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# 1. Introduction

## Background

- 1.1 This report sets out the processes and findings of the Lichfield District Council (LDC) Employment Land Review (ELR). It has been produced taking into consideration DCLG (as was) Guidance on conducting employment land reviews (Employment Land Reviews – Guidance Note 2004) and has been undertaken by GVA and GHK Consulting.

## Brief

- 1.2 The Client, Lichfield District Council (LDC), issued a brief on 29th July 2011 concerning advice on future general employment land and premises in the District to cover the Core Strategy period to 2028.
- 1.3 The main requirements of the Brief were to:
- Provide an analysis of the employment opportunities from a market perspective within the existing premises and future land portfolio and the changing role of the High Street;
  - Advise on changes in the economic climate from a national, regional and local perspective and their impact on employment land demand / delivery to include employment types and space requirements, new economies / growth sectors, links to the Local Enterprise Partnerships and the impact of proposed Government changes to planning policies (e.g. the Draft National Planning Policy Framework) and funding regimes including New Homes Bonus, Tax Incremental Funding and the Community Infrastructure Levy;
  - Produce targets for employment land delivery having regard to economic development, employment growth, employment land types and loss of employment land to other uses; and
  - Take into account local considerations such as training and education, skills of the local workforce, balance between provision of housing and employment, cross

boundary needs / opportunities, new economies, impact of High Speed 2 and advising on how the District can be resilient to market changes.

## Report Structure

1.4 The remainder of this report is structured as follows:

- Section 2 - Baseline Review;
- Section 3 - Property Market Analysis;
- Section 4 - Review of Employment Land Supply;
- Section 5 - Forecasts and Scenarios of Future Employment Demand;
- Section 6 - Forecasts of Future Employment Land Demand;
- Section 7 - Comparison of Employment Land Demand and Supply; and
- Section 8 - Conclusions.

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## 2. Baseline Review

2.1 The first part of the baseline review highlights the key themes and recommendations coming from a number of key policy documents at the national, regional, sub-regional and local levels that are of particular relevance to the study. The second part of the review identifies the key socio-economic characteristics of Lichfield District, comparing local statistics with those at a national and regional level.

### Document Review

#### Planning Policy

##### *Current National Planning Policy*

2.2 **Planning Policy Statement 4 Planning for Sustainable Economic Growth (PPS4) 2009** urges local planning authorities to plan positively for economic development (i.e. development within the B use classes, as well as public and community uses and main town centre uses) and target deprived areas to facilitate job creation. It seeks to promote economic growth in ways which complement social and environmental objectives and sustainable development. Mixed use sites involving business development should be located in areas which are well served by public transport, have adequate infrastructure and are integrated into the surrounding area. It states in Paragraph EC2.1(d) that development plans should seek to *“make the most efficient and effective use of land, prioritising previously developed land which is suitable for re-use”*.

2.3 Policy EC1 clearly states that local authorities should prepare and maintain a robust evidence base to understand existing business needs and likely changes in the market and that the evidence base should:

- Assess the detailed need for land or floorspace for economic development; and
- Assess the existing and future supply of land available for economic development.

2.4 **Planning Policy Statement 12: Local Spatial Planning (PPS12) 2008** clearly sets out the important role that spatial planning can make in the context of place making and

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delivering economic growth. In particular it emphasises the importance of spatial plans in:

- Providing a flexible supply of land for business and identifying suitable locations;
- Ensuring business is drawn to the area by providing an attractive environment and a sufficient workforce well housed and able to access employment opportunities easily and sustainably;
- Bringing in private funds through incentivising, promoting and coordinating investment by the private sector;
- Providing a robust basis for making bids for public funds and for assembling land for projects; and
- Providing a robust basis for assessing the need for, and providing supporting infrastructure and natural resources for economic development.

2.5 There is consistent emphasis through the PPS, as well as advice given by Planning Inspectors, on the importance of a robust evidence base upon which appropriate local policy responses can be devised. Undertaking Employment Land Reviews (ELR's), local economic assessments and tests of economic viability can all contribute to a robust evidence base for policy. This elevating of the importance of the evidence base in informing the formulation of policy is stressed through PPS4. The latest iteration of the national policy document sets a significant challenge for ELR's and other economic evidence to provide clear quantifiable steers regarding the balancing of employment demand and land supply with the demand for alternative uses such as housing and to ensure that policies are predicated on a robust and transparent rationale.

#### *The Localism Agenda*

2.6 Since the Coalition Government came into power there has been an emphasis on localism as part of the wider "Big Society" agenda. This means that local authorities will be responsible for setting their own employment growth targets, supported by a credible and robust evidence base. The Coalition Government's plans to devolve decision-making powers to local authorities and communities took a major step forward on 15 November 2011, when the Localism Bill received Royal Assent.

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### *Emerging National Policy*

- 2.7 The draft National Planning Policy Framework (NPPF), released by the Coalition Government in July 2011, will provide the national plank of planning policy and replace all existing Planning Policy Guidance notes and Planning Policy Statements. The latest guidance from the Planning Inspectorate (PINS) to its Inspectors is that the draft NPPF is capable of being used as a material consideration (albeit with limited weight at present) in developing local planning policies. It is expected that the NPPF will be released during April 2012.
- 2.8 The NPPF identifies the importance of planning for prosperity to build a strong, responsive and competitive economy, by ensuring that sufficient land of the right type, and in the right places, is available to allow growth and innovation; and identifying and coordinating development requirements, such as infrastructure. One of the core land-use principles is that local plans should set out a clear strategy for allocating sufficient land to meet the needs of the businesses within the economic markets operating within and across their area. There also remains a requirement to consider the needs of businesses both in quantitative and qualitative terms.
- 2.9 The NPPF also introduces a duty for public bodies to cooperate on planning issues that cross administrative boundaries, particularly for strategic priorities including economic development requirements.

### *The End of Regional Planning Policy*

- 2.10 The enactment of the Localism and Decentralisation Bill in November 2011 marked the beginning of the end of the Regional Spatial Strategy (RSS). Whilst still a material condition in planning application determination we understand that a raft of secondary legislation due by April 2012 will lead to their formal abolition. This will mark the end of employment targets and policy, and this further underlines the importance of having an evidenced assessment of the level of employment land required within a local area or neighbourhood. It is now important for local authorities to provide a credible and robust evidence base to justify future local employment requirements at a local level, which can be translated into policy, rather than being reliant on targets set out at a regional level. This will require figures to be produced at the most appropriate scale, be it a district, neighbourhood, community, ward or other



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spatial scale in order for local authority planners to identify the level of employment required within that area.

- 2.11 The loss of the RSS, and the abolition of the Regional Development Agency, Advantage West Midlands, by March 2012, therefore emphasises the importance of having an evidenced employment land review that is robust at both the local and the sub-regional scale and across all sectors in order to fit with the developing Local Enterprise Partnerships (LEPs). Hence, policy consistency, collaboration and decision making is likely to be driven forward at both the local and sub-regional scales.

### Current Local Policy Framework

- 2.12 PPS12 requires every local authority to prepare a Core Strategy detailing the overall vision and objectives for an area, as well as the strategy for delivery, management and monitoring. Core Strategies should generally be compliant with national and regional tiers of policy, however local circumstances and evidence can justify local interpretation of high levels of policy. Employment Land Reviews play a key role in establishing requirements for locally distinctive policy responses in particular relating to the provision of a suitable portfolio of employment land and the creation of 'balanced economic markets'.
- 2.13 The statutory development plan at the local level currently comprises the RSS (2008), the Staffordshire Structure Plan (2001) and the saved policies of the Lichfield Local Plan (1998).

### *Local Employment Land Requirements*

- 2.14 Whilst the RSS sets out the requirement for local authorities to identify a portfolio of employment sites, no figures were provided to determine the quantum of land required (this was part of the later un-adopted Phase 2 Revision).
- 2.15 In the absence of any adopted regional targets, employment land requirements for Lichfield are taken from the Staffordshire Structure Plan (2001), which sets out a requirement for employment land in the County of 1,245ha from 2001 to 2011. This included a total of 185ha within Lichfield District. Taking into account allocations made between 1998 to 2001, the adopted Lichfield District Local Plan (1998) identifies a requirement of 141.4 ha of new employment land to meet the requirement set out

in the Staffordshire Structure Plan (Saved Policy Emp.1). The current position of employment land delivery in Lichfield is set out in Table 2.1 below.

**Table 2.1 – Current Employment Land Position in Lichfield District**

Structure Plan requirement 2001 – 2011	185ha
Completions 2001/02 – 2009/10	74.62ha <sup>1</sup>
Sites under construction / with planning permission	11.54ha <sup>2</sup>
Available sites	105.71ha <sup>3</sup>
Remaining requirement	-6.87ha

*Sources: Lichfield Local Plan, 1998, Staffordshire Structure Plan, 2001, Lichfield District Annual Monitoring Report, 2010, Staffordshire Employment Land Availability Survey, 2011 and GVA analysis, 2011*

2.16 In reviewing the data presented above, it is clear that Lichfield has struggled in delivering its Structure Plan target of 185ha of employment land. Whilst there is a healthy stock of available employment land identified, to date the District has delivered less than half of the requirement set out in the Structure Plan.

#### *Emerging Core Strategy*

2.17 LDC released a consultation paper on the Core Strategy in November 2010. This set out a strategy for development in Lichfield of around 120ha of new employment land from 2006 to 2026. This target exceeds the figure of 99ha as set out in the West Midlands Regional Spatial Strategy (WMRSS) Phase 2 Revision (although we note that this document has never been adopted). The level of employment land has been set having regard to the Council's Employment Land Review (2007), which identifies a need for between 15ha to 133ha, based on a number of scenarios.

2.18 The Core Strategy identifies a stock of 127ha of employment land, and targets for growth in the two main town centres – comprising 35,000 sqm of new retail

<sup>1</sup> Refer to Table 9 of Appendix A in the Staffordshire Employment Land Availability Survey, Staffordshire County Council, June 2011

<sup>2</sup> Refer to Local Indicator 1.1 of Lichfield District Council AMR, 2010 – excludes Boley Park Extension and land at Burntwood Business Park

<sup>3</sup> Refer to Local Indicator 1.1 of Lichfield District Council AMR, 2010

development and up to 30,000 sqm of offices in Lichfield and a further 16,000 sqm of retail and 5,000 sqm of offices in Burntwood.

### *Annual Monitoring Reports*

- 2.19 In terms of employment land, the 2009/10 Annual Monitoring Report (AMR) indicates that there was no new employment land developed; whereas the 2010/11 AMR indicated that 0.55ha of employment land was delivered in the District. The District has 117.25 ha of employment land available for development. Of this figure, two sites were under construction, although the further six sites have the benefit of planning permission for employment development. That leaves 105.71 ha which is open for development and identified and allocated within the Local Plan.

### *Other Policy Drivers and Projects*

- 2.20 Beside the statutory development plan and emerging planning policy documents, there are a number of other policy plans and projects that will influence demand for employment at the local level. These are discussed briefly below:

#### *Local Enterprise Partnerships*

- 2.21 The Localism Bill also proposes to replace Regional Development Agencies (such as Advantage West Midlands) by 2012 with LEPs. Since October 2010 the Government has announced the creation of 30 LEPs, which are ready to move forward and establish their LEP Board. Lichfield joined the Greater Birmingham and Solihull LEP and has been working with local businesses to create a planning charter aimed at making the planning service more **“business friendly”** and therefore promote economic growth. Lichfield District has also joined the Stoke on Trent and Staffordshire LEP.

#### *Tamworth and Lichfield Economic Strategy 2011*

- 2.22 This strategy was produced by the Business and Economic Partnership in Tamworth and Lichfield. The economic vision for the sub-region is as follows:

*“Building on the excellent location to live and work, communication links with the whole country and local skilled workforce, we will provide an environment that encourages and actively supports all new and existing businesses, with a view to developing areas of excellence”.*

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2.23 This vision is underpinned by five key themes, namely:

- Supporting our businesses
- Place promotion
- Infrastructure to support business
- Town Centres
- Workforce Development

2.24 The Partnership has ensured that these themes are compatible with the priority programme areas of the local LEPs and contribute to the wider economic ambitions of the LEP areas.

#### *Rural Masterplanning Project*

2.25 The Rural Masterplanning Project seeks to find out what the residents of villages within Lichfield District want and need for the future. The information gathered will be used to inform the Development Plans for the District as well as other local plans and strategies. To date, the project has focussed upon the District's larger villages: Alrewas, Armitage with Handsacre, Fazeley / Mile Oak / Bonehill, Little Aston, Shenstone and Whittington. A separate project has been undertaken for Fradley (see below).

2.26 The project identifies the importance of employment within each of the villages and how this varies across the District. Little Aston and Shenstone for example, have a significant commuter role relating to Birmingham / Black Country conurbation, whilst Armitage with Handsacre is more reliant on traditional manufacturing sectors. Within Fazeley, Mile Oak and Bonehill, the community identified potential for the development of modern employment premises as part of the redevelopment of this area.

#### *Fradley Masterplanning*

2.27 A draft masterplan is in the process of being produced for the village of Fradley, which includes one of the District's premier employment sites. As part of the process, recent consultation with residents highlighted support for the development of the remaining parts of the former airfield at Fradley, but it was felt that the area was overly dominated by large sheds, which provide limited employment opportunities for the local community. The masterplan is therefore exploring opportunities for other

types of employment development for at least part of the site, such as the provision of smaller units to accommodate small to medium sized businesses and facilities to support home working.

## Previous Employment Land Studies

### *Lichfield Employment Land Review*

- 2.28 The Lichfield District Council Employment Land Review was published in December 2007 and provides an assessment of employment land within the District in terms of quality, quantity, its spatial distribution and the extent to which this land can meet the District's future economic requirements. The outputs of the study were used to inform the employment land and related policies in the Local Development Framework and emerging Development Plan Documents.

### *Employment Forecasts*

- 2.29 The study identifies the potential number of jobs that could be created within the sub-region between 2006 and 2026. Based on the Local Economic Forecasting Model, the employment in the District is predicted to grow by 5,445, which equates to a positive increase of 12.7%.

### *Employment Land Requirements*

- 2.30 The study uses three methodologies to estimate the employment land requirements up to 2026:
- Past trends approach
  - Labour demand approach
  - Labour supply approach
- 2.31 Below, in Table 2.2 is a summary of the employment land requirements for Lichfield District, against each of the forecasting techniques, over the period 2006 – 2026. On the basis of these figures, Lichfield District is forecast to have between 15 and 133 ha of employment land demand to 2026.

**Table 2.2 – Employment Land Requirements**

Forecasting Technique		
Past Trends Approach	Labour Demand Approach	Labour Supply Approach
133ha	30.6 - 53ha	15 - 29.6ha

*Source: Lichfield District Council Employment Land Review (2007)*

- 2.32 Whilst the figures presented in Table 2.2 above are considered to be robust, the fact that the figures are wide-ranging means that they are not particularly helpful in assisting with the development of employment land policies for inclusion in the emerging Lichfield Core Strategy (see later section).

#### *Employment Land Supply*

- 2.33 A number of sites (existing employment land allocations and significant industrial sites) were assessed in Lichfield District and the key findings are summarised below:

- There are concentrations of employment within the three main locations of Lichfield, Burntwood and Fradley, with smaller employment sites dispersed throughout the District, including sites within some of the larger villages and freestanding major developed sites.
- The majority of existing employment locations are within towns and therefore accessible by public transport. However, the extent to which public transport is used for work trips is very low in terms of overall mode of transport for work trips.
- Within Lichfield, the majority of existing employment sites are of good quality, with only pockets of units proving difficult to let. Quality overall in Burntwood varies from good quality in Zone 1 of the Business Park, to more difficult in terms of access and market attractiveness in sites such as those located at Mount Road / New Road. The existing employment areas in rural settlements operate successfully, although some of these sites have location and access issues related to residential areas, which are not easy to resolve.
- Fradley is the largest rural site, and is of regional significance given its scale. There are still undeveloped areas on the site, which form the majority of the land available to meet general employment needs in the District.

- As of April 2006, the District had an employment land portfolio of 133 ha. Of this, some 101.5 ha of land had the benefit of full or outline planning permission. 5.6 ha was under construction, with 19 ha of land classed as being readily available for development and further 107 ha being suitable for development within five years. Less than 1.5 ha of the identified land was constrained beyond five years for development purposes.

### *Conclusions*

- 2.34 The main finding of the report was that there are significant amounts of land available for employment uses. However, the location of these sites is fixed, mostly through outline or full planning permissions. This significantly reduces the opportunity to address spatial inequalities of employment land distribution across the District.

### *Assessment of Household Growth Options*

- 2.35 The Strategic Housing Market Assessment (SHMA) for the West Midlands Housing Market Area (December 2008) indicates that Lichfield District is characterised by high proportions of owner occupation and high house prices, with a mean house price of £233,938 in 2006/07, compared to the Housing Market Area average of £178,326. As a result affordability is an issue in the District, particularly in the south and east of the District.
- 2.36 The SHMA states that the number of households in the District are predicted to grow by 7,000 (17.9%) (DCLG, 2007 based on ONS 2004 based population projections). However, due to social and economic changes, the household change that will occur over the next 20 years will not necessarily run parallel with population change. The population in the District is expected to increase 6.1% between 2001 and 2026 but the number of households in the West Midlands is predicted to grow by a fifth (20.6%) by 2026. Lichfield District is expected to match this pattern of household growth.
- 2.37 The emerging Lichfield District Core Strategy (November 2010) states that the Council will deliver approximately 8,000 homes between 2006 and 2026, which equates to 400 new homes per annum (Core Policy 6). New housing development will be focused on the following locations:

- Lichfield City

- Burntwood
- Rugeley
- Alrewas, Armitage with Handsacre, Fazeley, Fradley, Little Aston, Shenstone and Whittington

2.38 As of April 2010, there had been 1,249 completions since 2006, at an average rate of 312 dwellings per year and a committed deliverable supply of 1,800 net homes. The Council have also identified sites within existing urban areas that could potentially deliver approximately 645 homes within the next five years and 650 homes thereafter. This leaves approximately 3,600 homes left to identify new sites for. The District Council has commissioned further work to consider appropriate housing requirements and housing needs to 2028.

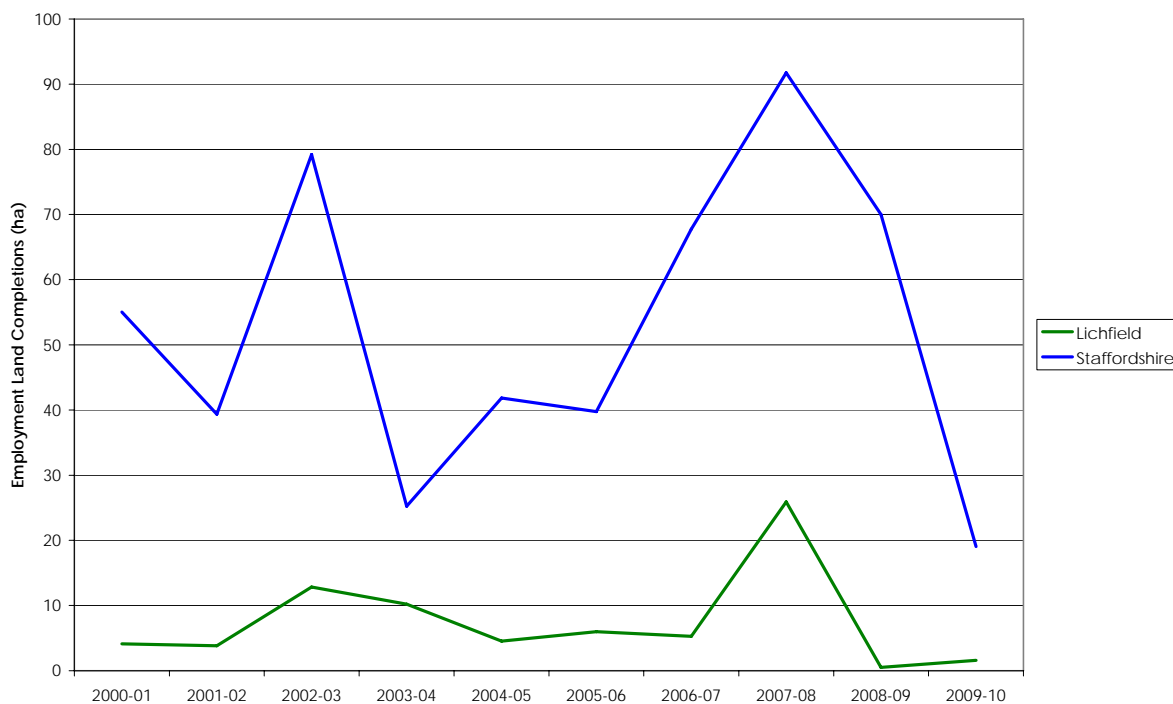
## Trends of Employment Land Development

### *Completions*

2.39 The graph below illustrates the employment land completions in the District, and the County, between 2000 and 2010. During this period, 74.82 ha of employment land was completed in the District, which accounts for 14% of the total employment land developed in Staffordshire.



**Figure 2.1 – Employment Land Completions**



Source: Table 9 of Appendix A in the Staffordshire Employment Land Availability Survey, Staffordshire County Council, June 2011

*Losses of Employment Land*

2.40 There has recently been a trend for employment land to be lost to other uses, in particular residential, which has been an issue across all of Staffordshire. The employment sites that have been lost have largely been traditional employment sites within existing settlements and adjacent to residential areas. Table 2.3 overleaf provides details of employment land lost to other uses since 2004.

**Table 2.3 – Employment land lost in Lichfield since 2004**

Site Address	Site Area (ha)	New Use	Reason for Change
Bison Concrete	4.20	Residential	Planning Consent
City Wharf, Lichfield	1.50	Residential	Planning Consent
Former Martin and Field, Lichfield District Council Depot	0.97	Retail	Planning Consent
Rugeley E.R.Z, Rugeley	14.75	Residential	Planning Consent

*Source: Table 13 of Appendix A in the Staffordshire Employment Land Availability Survey, Staffordshire County Council, June 2011*

## Baseline Economic Analysis

### Population

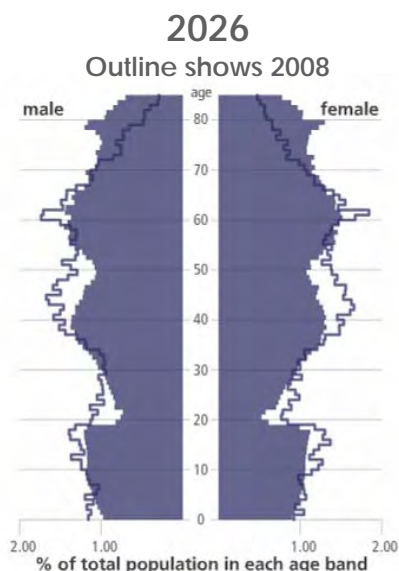
- 2.41 Lichfield is one of the eight districts that make up the diverse County of Staffordshire and has a population of around 98,000 (2008), which is projected to grow to around 111,600 by 2026, an increase of around 13,600 people (13.9%)<sup>4</sup>. This is, by some distance, the highest level of projected population growth for any of the districts in Staffordshire and represents a significant shift in growth trends for Lichfield, which has witnessed more moderate levels of growth in the past. By comparison, the County of Staffordshire is expected to grow to around 892,000 by 2026, an increase of 7.9% from 2008. Similar figures for the West Midlands and England are 9.6% and 13.3% respectively. Lichfield is therefore projected to grow at a level above that of the region and nationally, which highlights the attractiveness of the district as a place to live and work.
- 2.42 Lichfield's population structure is predicted to become more "top heavy" over the next 15 years, with more people living longer (refer to Figure 2.2) and thereby resulting in an ageing population. It is also predicted that lower proportions of the population will be aged 16 -55. One explanation for this could be continued levels of out-

<sup>4</sup> Based on Sub National Population Projections, 2010. % increase is based on change from 2008 to 2026.

migration of the economically active population (both present and future), which could be due, in part, to the types of employment on offer locally or the current lack of affordable homes in the District. During the course of the Plan period, the economy within Lichfield is likely to grow and dependent on the types of businesses that grow or locate in Lichfield this may reduce the level of out-migration and therefore increase demand for local employment opportunities and hence land. The local authority will need to carefully monitor the impact of employment growth within the District and commuting patterns.

2.43 It is predicted that the demand arising from growth in the overall population will be countered by out-migration and hence the need for employment land to fulfil local needs in Lichfield is predicted to remain fairly constant to 2026. The ONS population projections suggest that the Lichfield working age population will fall from around 65% of the population in 2008 to around 58% in 2026 as a result of the increasingly ageing population (and possibly the continued out-migration of the working age population as described in para 2.42). However, the size of the working age is expected to remain fairly constant, increasing only slightly from 63,400 in 2008 to 64,400 in 2026. This supports our view about the need for employment land remaining fairly constant to 2026.

**Figure 2.2 – Population Pyramid for Lichfield District**



Source: ONS Population Estimates and 2008-based Projections, 1991-2033

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## Employment

### *Overall Growth*

- 2.44 Research undertaken by Advantage West Midlands (AWM)<sup>5</sup>, indicates that Lichfield currently provides around 43,000 jobs (2010), representing a reduction of around 1,800 jobs since the peak in 2006. The AWM Labour Market Future Profiles provide local authority specific employment projections for the region from 2006 to 2031, based upon an “austerity scenario”<sup>6</sup>, created using Cambridge Econometrics (CE) employment forecasts (dated 2009). These predict employment growth for Lichfield of around 3,300 new jobs (7.7%) from 2010 to 2026.
- 2.45 Whilst this dataset provides a robust and up-to-date picture of future employment in Lichfield, taking into account the recent recession and its impacts upon employment, we note that the austerity scenario created is “policy off” and has not been subject to local testing at any time. Below, we have used the CE data to illustrate a number of key issues related to the structure of Lichfield’s economy, and how it could change in the future.

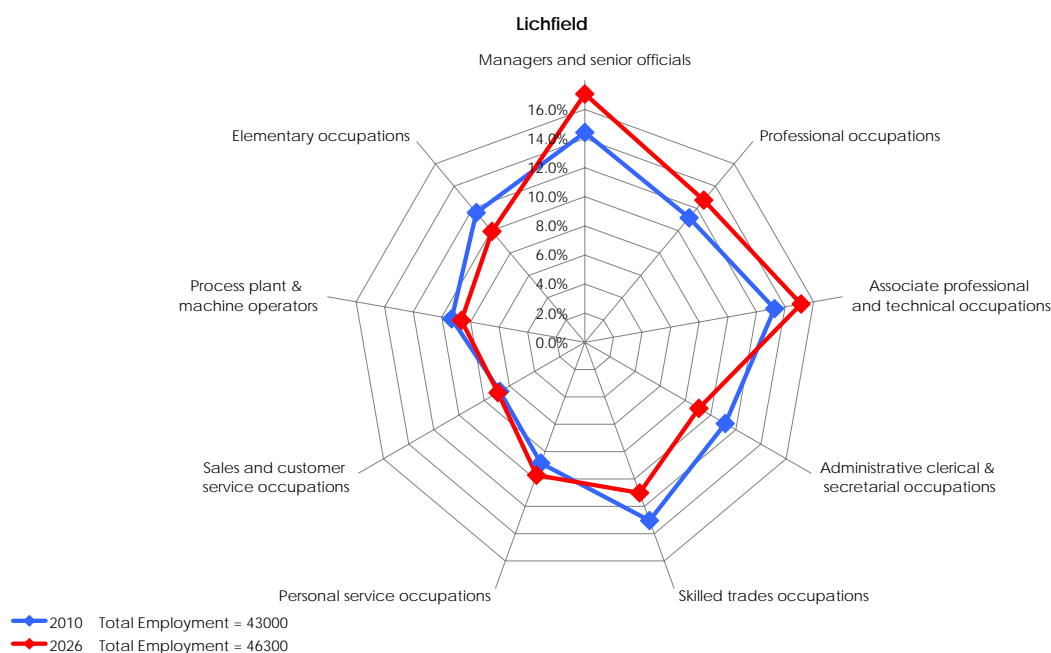
### *Employment Structure*

- 2.46 The employment structure of Lichfield is shown in Figure 2.3 below. It can be seen that currently there is a bias towards Managers and Senior Officials, Associate Professional and Technical Occupations and Skilled Trades Occupations. It is predicted that the occupational structure will become more heavily biased towards higher earning professional positions (e.g. Managers and Seniors Officials, Professional Occupations and Associate Professional and Technical Occupations) with more modest growth for occupations in the service sector. Process and less skilled occupations are expected to decline in Lichfield to 2026. As a result Lichfield District will need to consider the impact of this during the plan period.
- 2.47 It will be important for this study to consider what the changing occupational structure of Lichfield will bring with it, changing demands for different types of
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<sup>5</sup> AWM Labour Market Future Profiles available at <http://www.advantagewm.co.uk/documents/economic-research-analysis.aspx>

employment space. For example, declines in process and less skilled occupations will mean reduced need for manufacturing type employment space, which can either be redeveloped for employment uses (dependent on the nature of individual sites) or transferred to other uses.

**Figure 2.3 – Occupational Structure in Lichfield: 2010 and 2026**



Source: AWM Labour Market Future Profiles, 2010 and GVA analysis, 2011

*Employment Sectors*

2.48 The distribution of employment across nine key sectors in Lichfield is shown in

<sup>6</sup> Refer to AWM Labour Market Future Profiles for an explanation of assumptions in the austerity scenario.

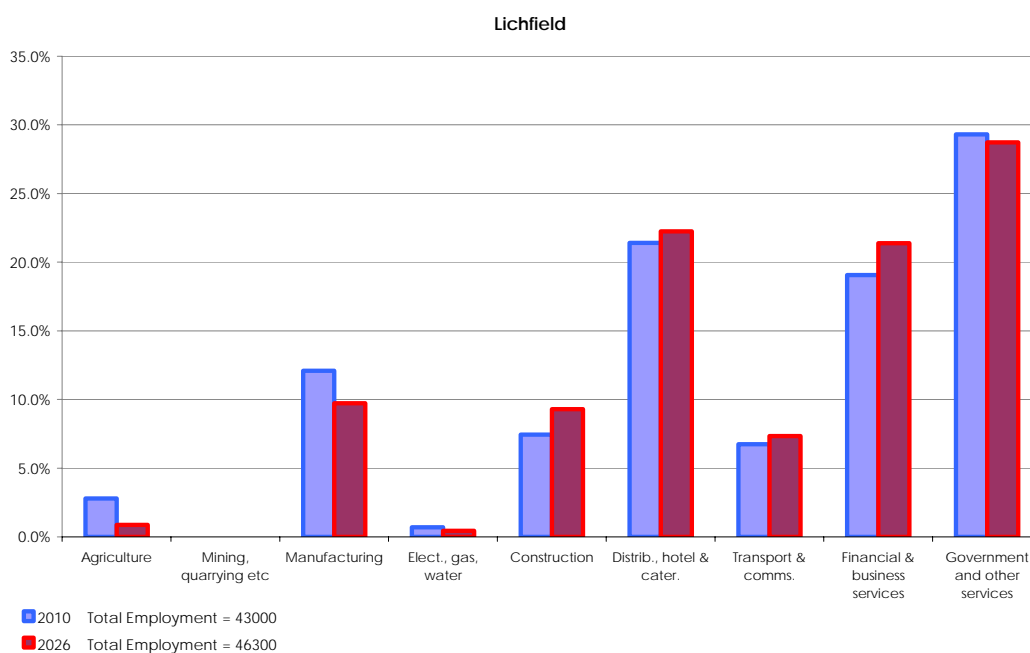
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Figure 2.4 below, using data from the AWM Labour Market Future Profiles. According to the profiles, which it should be remembered are “policy off” and therefore do not take into account local aspirations, Lichfield is predicted to witness significant growth in four sectors – distribution, hotels and catering, transport and communications, financial and business services and construction.

- 2.49 Despite a decline of around 0.5%, the public sector is forecast to remain the largest employer in the District. The financial and business services, and distribution, hotels and catering sectors will also remain strong, increasing by around 3% collectively. This will bring increased demand for a range of new employment development including offices and distribution units.
- 2.50 In the long term, it will be essential that Lichfield has a range of employment stock that is flexible to take advantage of growth in the growth sectors and seize the opportunities that they bring in terms of economic prosperity.
- 2.51 The manufacturing and Government / other service sectors are both projected to see a decline in the proportion of people employed. In relation to the latter, the expected upturn in the private sector has yet to materialise and this has impacted upon levels of unemployment and productivity. There is potential here for the public sector to examine whether any surplus premises can be rationalised / redeveloped in order to make best use of the existing stock.
- 2.52 In relation to manufacturing, whilst regionally and nationally there are a number of success stories, in particular the expansion of the automotive sector (e.g. Jaguar Land Rover), in Lichfield the manufacturing sector as a whole is forecast to shrink from around 12% of the economy to 10%. Despite this, it should be noted that these projections were produced at a regional scale and do not take into account any local interventions or priorities. Further, the manufacturing supply chains play a key role in supporting the sector within the District and sufficient employment space will need to be provided to accommodate current and future expansion requirements. Within Lichfield the manufacturing sector will remain an important employer and there are opportunities, such as expansion of the medical technologies sector (see paragraph 2.58 below) at Whittington that will play an important role in maintaining manufacturing in the District. There is potential in the District for the development of a cluster of low carbon technologies, particularly electric cars/car charging points

associated particularly with the location of Zytek at Fradley and its successful £1.3 million Regional Growth Fund Round 2 bid. Due to the District's ageing population there are likely to be opportunities during the plan period for an expansion of the care industry in the District.

Figure 2.4 – Employment Sectors in Lichfield: 2010 and 2026



Source: AWM Labour Market Future Profiles, 2010 and GVA analysis, 2011

## Other Local Economic Influences

2.53 There are other local economies that are important for predicting future employment land needs. These are discussed in detail below.

### *Rural Economies*

2.54 The importance of Lichfield's rural economies has been highlighted through LDC's Rural Masterplanning Project (RMP), which has sought to work with the District's rural communities of Alrewas, Armitage with Handsacre, Fazeley/Mile Oak/Bonehill, Little Aston, Shenstone and Whittington in order to ascertain what the residents of these villages want and need for the future. In terms of employment, the key messages to have emerged from the RMP are as follows:

- **Alrewas** has a limited existing economic base in the village itself. There are some quasi employment uses on Main Street;
- **Armitage with Handsacre** has a significant history of local employment albeit in declining manufacturing industries. Ideal Standard – one of the District's main employers – is based in the village and has undergone a programme of



modernisation over in recent years, which has resulted in a number of buildings and certain parts of the site becoming surplus to the industrial requirements;

- **Fazeley / Mile Oak / Bone Hill** – This area benefits from its location close to Tamworth and is generally well served in terms of employment land. Some residents identified a possible opportunity for some small scale office / start up units in the area to provide for local employment;
- **Little Aston** has few local employers and its location close to Sutton Coldfield means that many people choose to work there. The main employer in Little Aston is the hospital, owned by Spire;
- **Shenstone** is one of the larger villages in the District. Shenstone Industrial Estate (SIE) is a key employer, although local residents have raised issues over how many of the jobs are actually “local”. SIE accommodates a large proportion of industrial units, which have traffic implications for the village, with HGVs considered to be an issue. Some local people are not keen on the retention of SIE for employment purposes; and
- **Whittington** is dominated by the former Barracks site, which is now being redeveloped to house the Defence Medical Services (see para 2.58 below). The other employers in the village include a hospice and some local shops.

2.55 We provide below our view on the opportunities in these rural economies:

- **Alrewas** we understand that quasi employment uses on Main Street are currently disused and are currently being reconsidered for other uses;
- **Armitage with Handsacre** as a result of a programme of modernisation a number of buildings and certain parts of the site have become surplus to industrial requirements. There is potential here for redevelopment of surplus land in order to maintain a range of employment opportunities in the village, in particular providing opportunities for younger people;
- **Fazeley / Mile Oak / Bone Hill** – There is potential to provide some small scale office / start up units in the area to provide for local employment to the rear of the Mercedes Garage at Mile Oak and at Tolson’s Mill, an existing industrial estate which has potential for redevelopment;

- **Little Aston** There are a number of restrictions on development in Little Aston (such as the designated Conservation Area) which limits the potential for further employment growth on “fixed” sites;
- **Shenstone** There is potential for redevelopment of parts of Shenstone Industrial Estate, which would enable smaller, more flexible employment accommodation to be developed in place of some of the ageing industrial structures. The retention of the Industrial Estate is important for the village as it provides employment opportunities for local people and promotes sustainable travel.
- **Whittington** the redevelopment of the former Barracks site, which will house the Defence Medical Services, will provide a significant boost to the local economy, with many of the people expected to train at the barracks transferring from elsewhere in the UK.

2.56 Outside the main rural villages identified above, there is potential for diversification of agricultural land and buildings for employment purposes, in order to provide more opportunities for Lichfield residents to work within the District. Agriculture remains a dominant land use within the District, yet provides for only 2.5% of total employment at present and is predicted to decline to around 1%<sup>7</sup>. Government policy is to encourage rural diversification as a means of creating local employment and sustaining the rural economy. This should be encouraged within Lichfield in order to provide economic benefits to local communities.

2.57 In addition to this, is the promotion of working from home, where possible, in order to minimise demand for employment space. Key to providing this is the availability of high speed broadband, ‘home hub/touch down facilities’ and mobile phone coverage in homes across the District.

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<sup>7</sup> According to the AWM Future Market profiles

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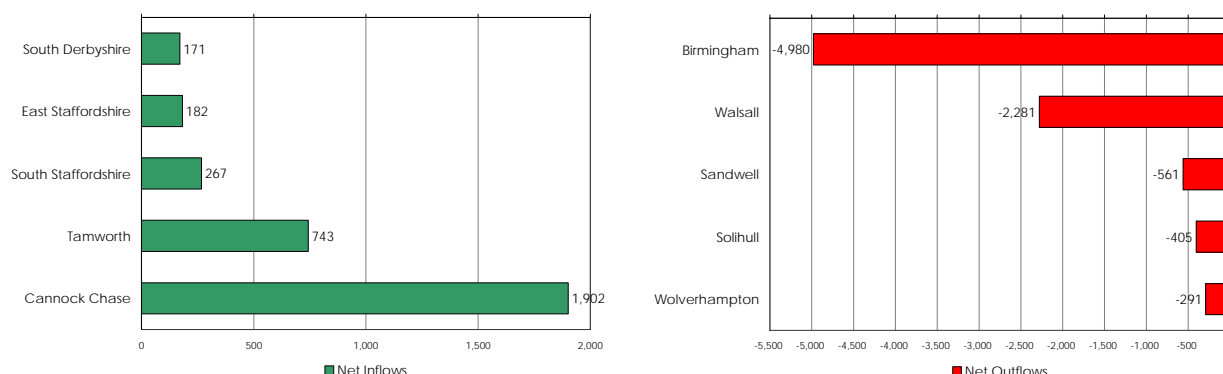
### *Growing Medical Sector*

- 2.58 In 2008 the Labour Government set in motion the centralisation of all planning and training of the Defence Medical Services (DMS) at Whittington Barracks in Lichfield District. The DMS include the whole of the medical, dental, nursing, health professional, paramedical, veterinary and support personnel. From 2010, Whittington Barracks has become the home of military medicine. The Midlands Medical Accommodation project (MMA) will see around £200m invested in the site and will ensure that the area becomes the central focus for military medical expertise and assets. Up to 2,000 military and civilian staff will be based at the barracks when the MMA project completes in 2014. It is expected that the majority of these people will be undertaking training. This investment will provide a significant boost to the local economy, with many of the people expected to train at the barracks transferring from elsewhere in the UK.

### Commuting

- 2.59 The Census 2001 identifies that overall, Lichfield District was a net exporter of labour, with around 40,800 jobs in Lichfield District and 47,190 residents in work. This means that there was a net outflow of 14%. Of the 47,190 working residents of Lichfield District, around 22,900 (48.4%) work in Lichfield City, which means that more than half of Lichfield's residents travel outside the District to work. This represents a significant issue with regard to the provision of sustainable employment opportunities. Commuting to/ from Lichfield is complex and there are identified strong links with surrounding Staffordshire districts and the conurbation, particularly Cannock Chase and Tamworth Borough, as well as Birmingham and Walsall. In light of the proposed Jaguar Land Rover factory development at i54 it is likely that out-commuting to South Staffordshire will increase during the plan period. The top five net in and out commuting flows are shown in Figure 2.5 below.

**Figure 2.5 – Top Five In and Out Commuting Flows**



Source: Census, 2001 and GVA analysis, 2011

2.60 Research undertaken by the Office for National Statistics (ONS)<sup>8</sup>, which used the results of the Annual Population Survey 2008 to supplement the findings of the 2001 Census on patterns of commuting, confirms that just 56% of working age residents in Lichfield work in the District, which is the joint lowest proportion in Staffordshire (together with Cannock Chase) and the 7<sup>th</sup> lowest across the West Midlands region. This demonstrates that Lichfield has relatively low residence self-containment, which is due in part to its location, being within commutable distance of Birmingham, yet located close to areas of open countryside but also the types of jobs on offer in Lichfield, which are generally lower paid, unskilled jobs, reflected in the average levels of earnings (see para 2.64 below).

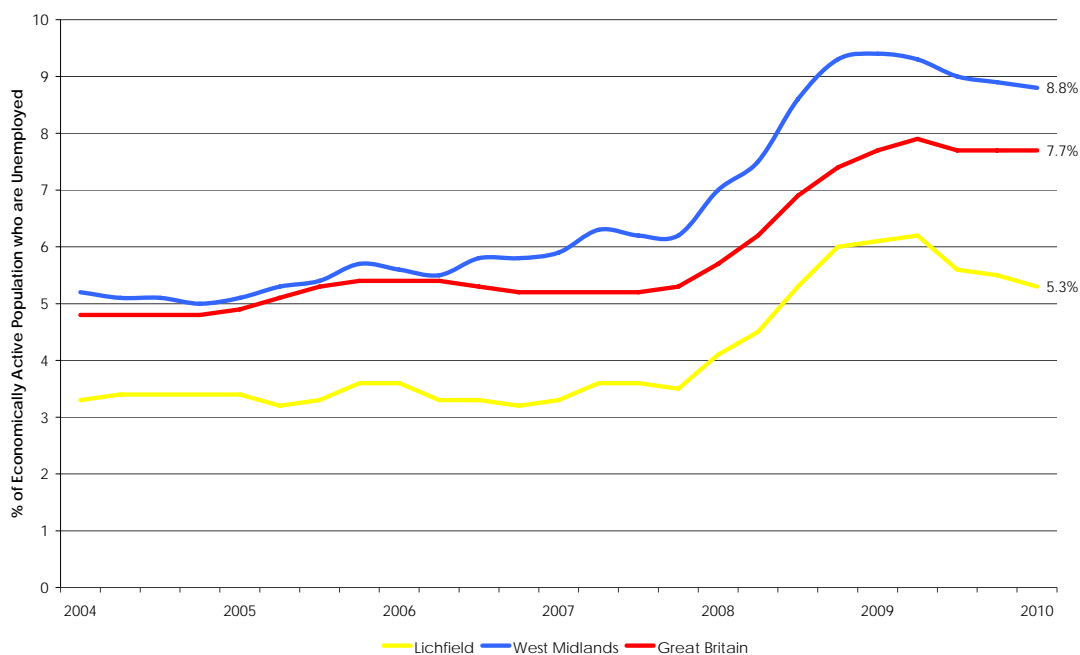
### Unemployment

2.61 The rate of unemployment in Lichfield has long been below that of regional and national rates (see Figure 2.6 below) and in December 2010 was around 5.3% of the economically active population (compared with 8.8% for the West Midlands and 7.7% nationally). Despite this, Lichfield has not been immune to the impacts of the recession, and saw unemployment rise significantly from 3.5% in October 2007 to its peak of 6.2% in April 2009, an increase of almost 100%. This demonstrates the

<sup>8</sup> Report available at <http://www.neighbourhood.statistics.gov.uk/dissemination/Info.do?page=analysisandguidance/analysisarticles/commuting-from-the-annual-population-survey.htm>

vulnerability of the employment market within Lichfield, both because of its strong reliance on the public sector and commuting links with neighbouring local authorities, including Birmingham.

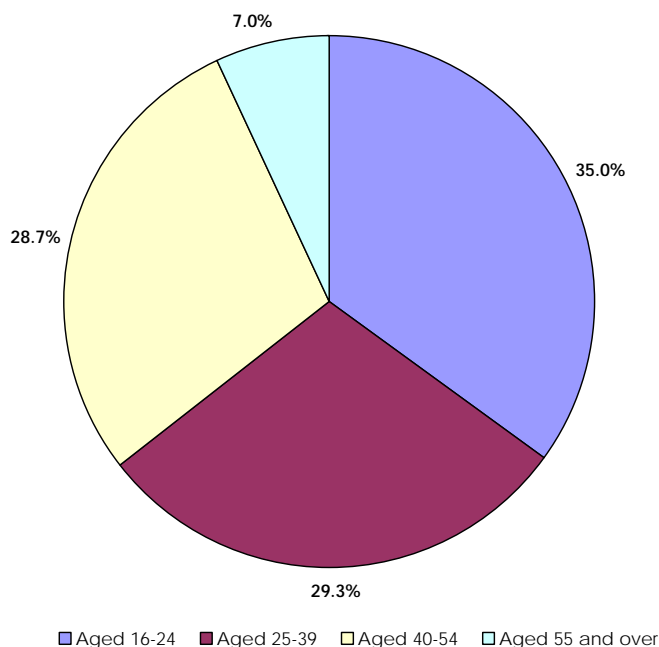
**Figure 2.6 – Rate of Unemployment: 2004 – 2010**



Source: ONS Annual Population Survey and GVA analysis, 2011

2.62 In October 2011, the split of those claiming Job Seeker’s Allowance (JSA) in Lichfield showed that over one third of all claimants are aged between 16 to 24 years. The full breakdown is shown in Figure 2.7 below.

**Figure 2.7 - Breakdown of Job Seeker's Allowance Claimants in Lichfield by Age Bands**



Source: Nomis, 2011

2.63 Clearly, whilst unemployment overall is below national and regional averages, there are issues with the proportion of young people who are out of work in the District. There needs to be close links established between local education providers, employers and developers to ensure that the jobs being provided in the District in the future are attractive to young people and meet their aspirations, where realistic, in order to encourage them to staying living in Lichfield, rather than moving elsewhere.

### Earnings

2.64 In 2010, average weekly earnings for residents of Lichfield were £549.50, which is considerably higher than the regional average of £469.20 and the national average of £501.80. In terms of the workplace population, average earnings in 2010 for Lichfield were £486.90, still above the regional average of £467.50, but below the national average of £500.40. This shows that the types of jobs that Lichfield residents have are more skilled / well paid than in other parts of the Region, and that many residents are working outside of the District, as residents' earning are well above those

who work in Lichfield. It also confirms that employment in Lichfield comprises a mixture of well paid professional jobs, together with lower paid, more elementary positions.

## Stakeholder Interviews

2.65 As part of the evidence gathering process, a number of interviews were undertaken with key stakeholders from across Lichfield District and the wider sub-region. The purpose of these interviews was to gain a greater understanding of the issues affecting the demand for, and supply of employment land within Lichfield District. This included talking to planning officers, inward investment officers, local commercial agents, the education sector and the Chamber. Below, we have summarised the key themes that arose from the stakeholder interviews.

### Lichfield District – The Economy

2.66 The key characteristics of Lichfield’s economy identified by the key stakeholders were as follows:

**Table 2.4 – Stakeholder Interviews – the Economy in Lichfield District**

Stakeholder Comments
The <b>focus of economic activity is within and adjacent to the centres of Lichfield and Burntwood</b> – with the former being the main location for new “prime” stock of employment floorspace, whilst Burntwood offers mainly secondary / third market accommodation. Within the rural hinterland across the District there is reasonable demand for commercial premises, but little supply to accommodate this. Demand is mainly for small scale premises for office / light industrial uses.
The <b>office market within the District is focussed on Lichfield South</b> . To date Phase 1 has been very successful and there is demand for additional premises in this location, which has the potential to expand onto adjacent land. Offices have never been that successful at Fradley, unless they are ancillary to distribution uses. The town centre only has limited stock of offices with reasonable floorplate sizes to attract occupiers. The most recent development is City Wharf, adjacent to Lichfield City railway station, which has c35,000 sq ft of Grade A office space available at present.
There are <b>strong links between Tamworth, Lichfield and Burntwood</b> , established through the Business and Economic Partnership (BEP), however the inward investment offer between the two authorities of Lichfield and Tamworth is currently weak and needs better co-ordination. The recently produced Tamworth and Lichfield Economic Strategy (2011) (LTES) identifies five key themes as priorities for action, these being: Supporting our Businesses; Place Promotion; Infrastructure to Support Business; Town Centres; and Workforce Development. It is hoped that the implementation of the LTES will support inward investment in the area and attract high growth / value added sectors and new industries. A key part of ensuring that this happens will be for the BEP to influence, facilitate and coordinate activities to address the key economic priorities outlined above. This will include working with all relevant LDC

departments, businesses, individuals, public sector bodies and voluntary organisations

There are **higher than average levels of unemployment in the 16-24 age range in Staffordshire when compared with the rest of the West Midlands**. This is a particular issue in developing the skills of young people. There needs to be closer engagement with the youth population of Lichfield and education providers in order to understand the types of jobs that they aspire to have and in which sectors of the economy.

*Source: GVA Stakeholder Interviews, September 2011*

## Growth within Lichfield District

**Table 2.5 – Stakeholder Interviews – Growth in Lichfield District**

Stakeholder Comments
<p><b>Growth within Lichfield District should be employment led</b>, creating the right types of jobs to attract skilled workers and reduce out-commuting.</p>
<p><b>Infrastructure improvements are required</b> at the district and sub-regional level to improve access to employers, in particular at Fradley, which is difficult to access without the use of private transport. LDC have undertaken further work to consider the required transport infrastructure improvements to support further development in and around Fradley as part of the Fradley masterplanning Project. Work undertaken with the Highways Agency and Staffordshire County Council suggest further improvements are required around the Hilliards Cross junction in addition to the improvements along Wood End Lane. The Fradley Masterplanning exercise also refers to the lack of public transport available in the area. Part of the problem here is that the lack of development of higher value uses at Fradley has limited the provision of public transport (i.e. through s106 contributions) – this needs to be addressed if Fradley is to become a sustainable employment destination</p>
<p><b>The opportunity provided by the redevelopment of Whittington Barracks</b>, which closed in 2008, has now commenced. The Defence Infrastructure Organisation (DIO) is redeveloping the site into a regional medical training facility for all the Armed Forces. There is an opportunity for the development of a co-located medical research focussed business community on the remaining land at Whittington using surplus land owned by DIO and LDC, subject to statutory planning policies.</p>
<p><b>The key retail / leisure development in Lichfield will be Friarsgate which proposes a mixed use development, featuring retail, leisure and residential uses as well as the provision of public spaces and infrastructure improvements.</b> The scheme was granted planning permission in 2006, but has since failed to be delivered due to the economic recession. The developers are currently in the process of undertaking a public consultation on a revised scheme, which excludes the hotel. The development, on land adjacent to Birmingham Road, will extend the city centre and provide routes through to the bus and rail stations, as well as a link in to the Three Spires shopping centre.</p>
<p><b>Other key development proposals in Lichfield District</b> at present are: The redevelopment of Friary Outer Car Park in Lichfield City centre, which proposes a 65-bed Travelodge hotel, 60 residential units (54 housing association and six shared ownership), a restaurant, replacement toilets and 170 extra parking spaces. It is estimated that the project will create around 400 temporary construction jobs and between 20 – 70 Full Time Equivalents (FTE) jobs in the retail, leisure and housing association elements of the development. Work is due to commence in 2012; and the redevelopment of the former Kwik Save store on Tamworth Street (formerly the Regal Cinema) for a 60 bed hotel, which should create in the region of 10 FTE jobs.</p>

*Source: GVA Stakeholder Interviews, September 2011*



## Employment Land Demand and Supply

- 2.67 Stakeholders identified the following key themes relating to demand for, and supply of, employment land within the District:

**Table 2.6 – Stakeholder Interviews – Employment Land Demand and Supply in Lichfield District**

Stakeholder Comments
<p>Currently there is more than enough secondary stock available to meet demand from most business enquiries for industrial, warehouse and office premises, however there is a <b>gap in provision between 5,000 – 30,000 sq ft design and build and for speculatively built premises in general</b></p>
<p><b>Lichfield City is the preferred location for the majority of industrial / distribution enquiries.</b> The most popular areas for industrial enquiries are <b>Britannia Park, Eastern Avenue and Shires Industrial Estate</b>. Taking these in turn: Britannia Park offers a range of modern industrial units varying in size. The units are of good quality and attract a range of occupiers, including some trade counter uses. Eastern Avenue – there are two parts to this area – north and south. The northern part of the estate is starting to show its age and some buildings are of a poor quality. There is a redevelopment opportunity on the corner of Eastern Avenue and Watery Lane (former Revelan site), which is currently on the market. The southern part of Eastern Avenue is generally of good quality, with a number of newer units, although recently there has been some retail development within part of the estate (Lidl, Sleepmaster, Pets at Home, Halfords). Despite this the whole of the Eastern Avenue estate remains well occupied. Shires Industrial Estate is a smaller estate, located close to Lichfield town centre. The buildings are generally of average quality. To the front of the site is a large Magnet retail outlet, with a vacant office building alongside and light industrial units to the rear</p>
<p><b>Burntwood remains the secondary centre to Lichfield in terms of general quality of stock, with cheaper rents reflecting this status, but it remains a healthy centre and has a role to play in the District's economy.</b> The key locations are: <b>Burntwood Business Park (Zones 1-4)</b> is the largest employment area in the town covering some 56ha in total. Units vary in quality and size across the business park however Zone 1 has the better quality units and is better located than the other three zones. Zone 4 is of the poorest quality. There are a number of development plots available within the Business Park that have not come forward due to the economic recession and Mount Road Industrial Estate Industrial Estate is a large, dated industrial estate with a modern enclave of buildings on Stanley Business Park. Units are of poor to average quality and may come under pressure for redevelopment, in particular as the estate is surrounded by residential uses. <b>There are a number of sites that are "oven ready" for development of industrial / distribution premises, such as Burton Old Road, Britannia Park and Fradley, however there is a shortage of suitable sites for office development in the short term, the only one being the expansion of Lichfield South.</b></p>
<p>In terms of retail, key pipeline schemes include the Friarsgate development and redevelopment of Burntwood town centre.</p>
<p>Enquiries to Kingston CPC have picked up across the board since January 2011 (albeit from a relatively low base), however <b>more enquiries are now turning into deals reflecting increased investor confidence.</b></p>

*Source: GVA Stakeholder Interviews, September 2011*

## Skills

- 2.68 Stakeholders identified the following key themes in terms of the skills of the workforce population of Lichfield (both present and future workforce):

**Table 2.7 – Stakeholder Interviews – Skills in Lichfield District**

Stakeholder Comments
<p><b>HE / FE provision in the District is centred on the Lichfield Campus of Staffordshire University and partners with South Staffordshire College</b>, which has additional campuses in Tamworth, Cannock and Rodbaston, in providing a range of academic and vocational courses including foundation degrees, HNC and HNDs. Courses offered include Health Studies, Business, Advanced IT / web-design, Film / TV production, childcare, contemporary art and sustainability / environmental management;</p>
<p><b>A number of apprenticeships are provided by the University</b> to students and these have helped to form strong links with local businesses and continue to assist in helping young people develop the required skills to move into employment once they finish their education. In addition to this, the recently opened Burntwood and Lichfield Vocational Centre, situated on the site of Chase Terrace Technology College in Burntwood offers a range of facilities specially designed for vocational courses. The centre offers courses in engineering, hair and beauty and construction including painting, decorating, electrical, plumbing, joinery and trowel trades.</p>
<p>Despite having one of the best educational achievement records in the region, <b>the supply of knowledge based industry jobs in Lichfield is limited, which leads to significant out-commuting for those employed in higher paid jobs.</b></p>

*Source: GVA Stakeholder Interviews, September 2011*

## Impact of High Speed 2

**Table 2.8 – Stakeholder Interviews – The Impact of High Speed 2 in Lichfield District**

Stakeholder Comments
<p>The development of the High Speed 2 (HS2) rail link will provide faster journey times from Birmingham to London and claims that economic benefits will be felt in the wider region including north Birmingham and Lichfield. <b>Stakeholders were cautious about whether HS2 will actually provide economic benefits to Lichfield given that there will be no direct access to the high speed rail line for residents / employees</b> within the District and that economic benefits are more likely to be felt in the two Birmingham “hubs” (in the city centre and Birmingham Interchange adjacent to Birmingham International Airport).</p>
<p><b>It is perceived that the proposals for HS2 would not bring benefits to Lichfield District as it would effectively bypass the area and its residents and in doing so actually deliver a number of significant dis-benefits</b> including loss of potential employment land (such as at Fradley Park), adverse effects on property market rents and values, and negatively impact upon the more traditional rail network which currently serves the resident and workforce population.</p>

*Source: GVA Stakeholder Interviews, September 2011*

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- 2.69 The High Speed 2 line was formally given Government approval on 10<sup>th</sup> January 2012. In a statement released by LDC they commented that there are only two changes that impact upon the District from the consultation route as follows:
- Where the route crosses the Trent and Mersey canal it has been changed to give more clearance over the canal; and
  - Just north of this point the route has been moved north eastwards by around 100 metres for about half a mile to give a better alignment with the West Coast Main Line.
- 2.70 Plans of the changes and other documents relating to the proposals including the Government's response to alternative route proposals are all available to view on the Department for Transport Website.
- 2.71 In terms of the next stages the Department for Transport are looking to set up a national Environmental Forum which will be underpinned by a more local Staffordshire Planning and Environment Forum likely to be hosted by the County Council, but to which the District Council would be invited. There would also be a local Community Forum looking in detail at the impact on our own communities in Lichfield District.
- 2.72 A letter will be shortly sent out by the Department for Transport to all Local Authorities setting out the proposals. A briefing paper on HS2 will be tabled at the Environment and Development Overview and Scrutiny Committee on 18<sup>th</sup> January 2012.
- 2.73 The next section of this report analyses the property market within Lichfield District.

## 3. Property Market Analysis

### Introduction

3.1 In this section of the report, we provide an overview of the industrial / distribution, office and retail / leisure property markets within the District. For each market we examine the following topics:

- The key locations, quality of existing stock, new build and pipeline development;
- Occupational market conditions, including leasehold and freehold values; available properties, market competition and consideration of take up rates for office and industrial uses;
- Investment market conditions, including analysis of investment yields and investor demand; and
- The market for development land.

3.2 This section concludes with a summary of the main characteristics of the District's commercial property market.

3.3 The following paragraphs discuss the industrial / distribution market in the District.

### Industrial / Distribution Market

#### Key Locations

3.4 This section highlights key locations and discusses the industrial / distribution market conditions. The District is well located adjacent to the A38 (dual carriageway), linking north Birmingham with the East Midlands, the A5, linking the District with the M1 and the M6 Toll Road (opened in December 2003), which runs west-east to the south of the District and links to the M6 motorway. The District is therefore well placed to serve the regional and national industrial / distribution markets, an example of which is Fradley Park which developed along the A38 dual carriageway, and is considered to be a high profile industrial area within the District, of regional significance. Furthermore, Staffordshire is now considered to be an established pitch for national

and regional high bay warehousing and is considered to be a good secondary location in terms of the region's industrial / distribution market.

- 3.5 Prime locations for distribution in the West Midlands region are the M6 motorway from Junction 1 (Rugby) to Junction 15 (Stoke), the M6 Toll road (Coleshill to Cannock), M42/A42 (Redditch to Ashby de la Zouch) and the A38 (north of Birmingham to Burton-upon-Trent). The M6 Toll road has assisted in opening up the District of Lichfield to the industrial / distribution market since its opening in 2003.

#### *Fradley Park, Fradley*

- 3.6 Fradley Park is situated to the north east of the study area, fronting the A38 (dual carriageway), approximately 3 miles from Lichfield city centre and 1.5 miles from Fradley village. Figure 3.1 below sets out the site's key location and various key occupiers located on site.

**Figure 3.1 – Fradley Park**



Source [www.fradleypark.net](http://www.fradleypark.net)

- 3.7 The site has excellent access to the A38 (linking Lichfield to the East Midlands) and the A50, as well as good access to the region's motorways, (M6 Toll, M6, M1, M42 and M40). The estate is accessed from the A38 and is considered the main industrial /

- 
- distribution location in the District, at 141 hectares (350 acres), with planning consent for 4 million sq ft of warehousing, industrial, office and business support facilities, of which 2 million sq ft has already been developed and occupied.
- 3.8 Fradley Park comprises mostly industrial / distribution accommodation (Use Class B2 and B8). However, there are also a number of office buildings located on-site, as well as a small local centre (Stirling Centre), which includes a range of nine smaller units, predominantly to serve the employees of Fradley Park and the existing residents located to the east of the site. Industrial and distribution units are typically of modern, steel portal frame construction with profile metal cladding to the walls and roofs. Key occupiers located at Fradley Park include; a 69,677 sq m (750,000 sq ft) Tesco distribution warehouse, Great Bear Distribution, DHL, UK Palletts, Florette and Palletways and ZYTEK. The local centre includes a Co-op, hairdressers, café, restaurant, pharmacy, take away and gym.
- 3.9 Accommodation currently being marketed at Fradley Park includes 3 distribution warehouses within Dove Close, just off Woodend Lane. Unit 3, 5 and the Kestrel Building comprise units of 11,760 sq m (126,580 sq ft) 5,113 sq m (55,035 sq ft) and 2,717 sq m (29,250 sq ft) respectively. Furthermore the Eagle building, which comprises a 9,663 sq m (104,014 sq ft) new warehouse unit located within Zone 1 on Blenheim Way, is also currently being marketed on behalf of landowners F & C REIT.
- 3.10 The site also contains future development land, which is available on a design and build basis (approx. 61 ha / 150 acres), and is currently being marketed by all three land owners and can provide a range of individual unit sizes from 20,000 sq ft up to 1,000,000 sq ft on a leasehold / freehold basis. A circa 40,000 sq m (430,000 sq ft) high bay warehouse unit (Hercules) is currently being marketed by Evans Property Group, which has detailed planning consent ready for an immediate start and Titan which is a 4,645 sq m (50,000 sq ft) design and build opportunity.
- 3.11 Further opportunities exist for the development of a public house and health centre to be located close to the local centre, however this would be subject to planning consent.
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### *Britannia Enterprise Park, Lichfield*

- 3.12 Britannia Enterprise Park is located approximately 1 mile to the east of Lichfield city, adjacent to the A38 and in close proximity to Lichfield Trent Valley railway station. The park is accessed from the A5192 (Cappers Lane) and provides the main estate for smaller industrial units, typically between 74 – 557 sq m (800 – 6,000 sq ft), however there are a couple of larger units in the region of 1,454 – 4,348 sq m (15,650 – 46,800 sq ft). The Park caters towards local and regional small and medium sized firms (predominately Use Class B2) in the city. Key occupiers include Tippers Bathrooms and Kitchens, Hexis UK Ltd, sign production and installation firm Artakk Signage, Protego UK Ltd, Devlin Wholesales (carpets and flooring), Arthur Price Factory Shop and Dale Joinery. However, the park does include some larger occupiers, including the Royal Mail Lichfield Delivery Office and Newey and Eyre.
- 3.13 The accommodation on-site comprises a range of secondary premises, some of which could be classified as good quality modern (but not new) premises. Units are typically steel portal frame construction, with brick/blockwork to lower elevations.
- 3.14 The park has approximately 2.5ha of available expansion land.

### *Eastern Park, Lichfield*

- 3.15 Eastern Park is to be located on the northern side of Eastern Avenue, adjacent to the Lichfield City railway line, approximately 1.5 miles north of Lichfield city centre and the A38 dual carriageway. It will be located on the site of the former Integra works, part of the Ringway Industrial Estate. The development will provide industrial / warehousing units consisting of two refurbished bays, comprising almost 5,500 sq m (60,000 sq ft). The units can be split into separate terraces to satisfy individual occupier requirements and can provide up to 6 individual units ranging from 286 – 2,199 sq m (3,080 – 23,675 sq ft). The development also provides 106 car parking spaces, which will be apportioned between the various units.
- 3.16 The units have been refurbished to accommodate eaves heights of between 5.8 – 6.75m, level access roller door shutters, flexible office provision and kitchenette and WC facilities. Our desk-top research has highlighted, as of August 2011 that units 1 – 3 are currently being marketed at an asking rental value of £61.87 per sq m (£5.75 per sq ft). There is also future development land available, which could comprise an additional 5 warehouse / industrial units, as part of the Eastern Park development,

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however construction has not yet commenced on these units and it is understood from our desk-top research that the development is currently on hold. Anecdotal evidence has suggested that future development of Eastern Park is being offered on a design and build basis at this current time.

#### *Burntwood Business Park, Burntwood*

- 3.17 Burntwood Business Park is situated on the A5190 and is relatively well located in terms of the region's highway network, with Junction 11 of the M6 Motorway lying approximately 6 miles to the west, Junction T6 of the M6 Toll Motorway approximately 1 mile to the south and the A5 and A38 dual carriageways are in close proximity to the south east.
- 3.18 Burntwood Business Park consists of 5 Zones, with Zone 1 providing a mixture of modern industrial / distribution units and fairly recently developed office accommodation (discussed below). Zone 2, formerly known as 'The Ringway Estate' largely comprises industrial units, the majority of which are manufacturing units. Accommodation in Zone 2 varies in age and quality, with the majority of accommodation consisting of steel portal frame construction, with brick/blockwork to the lower elevations and asbestos pitched roofs. According to our desk-top research as of August 2011, four units were marketed in Zone 2 ranging in size from 297 – 1,011 sq m (3,201 – 10,885 sq ft).
- 3.19 Zones 3 and 4 are located to the south of the ring road and are accessed from Milestone Way, just off the High Street. Zone 3 comprises a variety of industrial accommodation, ranging in age and quality with Zone 4 providing predominately older industrial units, alongside several new build units. In addition Zone 4 is surrounded on two sides by residential development, thus being less attractive than the other Zones within the park, particularly in relation to access. As of August 2011, the majority of units available to let were located in Zones 3 and 4, with unit sizes in Zone 3 ranging from 92 – 6,767 sq m (989 – 72,843 sq ft) and 146 – 2,964 sq m (1,570 – 31,900 sq ft) in Zone 4. Zone 5 remains undeveloped at this current time, however remains an allocation in the adopted Local Plan for B1, B2 and B8 uses. Asking rental values for those available properties have not been made available and are only available at enquiry stage.



3.20 Key occupiers located at Burntwood include a number of small and medium local manufacturing firms, including RGK Wheelchairs Ltd, Burntwood Clutch and Brake Services, Halfords Autocentre, Marlin Joinery and the Education Furniture Chair Company.

*Birchbrook Industrial Park, Shenstone*

3.21 Birchbrook Industrial Park is located on Lynn Lane on the edge of Shenstone Village, adjacent to Shenstone railway station. The Industrial Park is located 3 miles to the south of Lichfield city centre and Junction T5 of the M6 Toll Motorway is approximately 2 miles to the north. The park comprises a range of units, some of which are fairly modern (not new), others comprise older units, which may require refurbishment. The majority of units are of cavity wall brick/block construction, with pitched insulated metal profile roofing, others are more modern steel portal frame construction.

3.22 According to our desktop research, seven units are currently being marketed, providing a range of floorspace 95 – 404 sq m (1,025 – 4,345 sq ft), asking rental values are in the region of £55.74 - £76.13 per sq m (£5.18 - £7.07 per sq ft). We understand the park is considered popular amongst small-scale firms of local significance, however anecdotal evidence suggests that Shenstone is not an ideal location, considering the better located industrial / distribution parks in the District.

3.23 There are a number of other smaller industrial developments located throughout the study area, most of which are focussed around the Lichfield area, as highlighted below:

- **Interchange Park, Lichfield** - this estate is located to the north east of Lichfield, north of Britannia Enterprise. Lichfield Trent Valley railway station abuts the site to the east and access to the A38 is relatively convenient from the A5127. Accommodation at Interchange Park consists of a 4,000 sq m (43,500 sq ft) warehouse / production unit, which can accommodate other unit sizes if required. Additional storage and other workspace (i.e. B1, B2 and B8) are also available from 464 – 14,585 sq m (5,000 – 157,000 sq ft), which are currently being marketed by Pall Mall Estates. Various units are currently undergoing a refurbishment programme.
- **Shires Industrial Estate, Lichfield** - is located on Essington Close, just off the A5127 (Birmingham Road), approximately 1 mile south west of Lichfield city centre. The

site is in close proximity to the A38 dual carriageway, A5, and M6 Toll Motorway, which can be accessed directly from Birmingham Road. The estate appears to be a fairly popular industrial estate appealing to small-scale local occupiers; however the estate is in need of modernisation. The majority of units located on site are of steel portal frame construction with low level brick/block cavity walls and insulated cladding to the upper walls and roof. According to Focus (as of August 2011), nine units were being actively marketed of varying sizes in the region of 177 to 260 sq m (1,900 to 2,800 sq ft).

## Other Locations

### *Rugeley*

- 3.24 Although largely outside of the District, Rugeley provides some key industrial / distribution areas particularly around Power Station Road, Wheelhouse Road, Redbrook Lane and Kimberley Way, which are worthy of mention as part of this review. Key occupiers in the immediate area include International Power, Armitage Shanks, Ultra Electronics and JCB. Of particular note is G Park Rugeley which is located just off Power Station Road, with direct access to the A51, approximately 1 mile to the south of Rugeley town centre. The site is 40 acres and comprises a 65,032 sq m (700,000 sq ft) cross docked unit, which was recently let in its entirety to on-line retailer Amazon. The building was developed speculatively by Gazeley and anecdotal evidence suggests that Amazon have taken on the unit well below the £51.13 per sq m (£4.75 per sq ft) asking rent.
- 3.25 Other industrial accommodation of interest is highlighted below:
- **Riverside Industrial Estate** - is located at the junction of Power Station Road and Station Road, approximately 1 mile to the north of Rugeley town centre. The estate comprises 36 individual second hand terraced units of 190 sq m (2,050 sq ft). Accommodation dates from the 1970's/80's and largely comprises brick elevations under pitched asbestos roofs with a minimum eaves height of 3.7m. The individual units also provide an element of office accommodation. The estate is in need of modernisation, in order to attract tenants and occupiers. As of August 2011, there are 5 available units being marketed at asking rents in the region of £45.94 per sq m (£4.27 per sq ft).

- **Wheelhouse Road** - there are also a number of industrial units and workshop units currently being marketed around Wheelhouse Road at Anglesey Court, Lea Hall Enterprise Park, Canal View Business Park, Arcadia Park and Wolseley Court. All of which form part of the Towers Business Park, which is on the border of Lichfield District and Cannock Chase, located just off the A51 (Rugeley Bypass) on Wheelhouse Road. Accommodation here is considered good quality modern secondary accommodation, although not necessarily new and ranges from 41 – 773 sq m (443 – 8,320 sq ft) dependent upon the type of accommodation sought. Asking rental values vary dependent upon location within the development, quantum of floorspace and type of floorspace, with general industrial / warehouse asking rental values being in the region of £48.44 - £64.58 per sq m (£4.50 - £6.00 per sq ft) and workshop units in the region of £56.30 - £75.35 per sq m (£5.23 - £7.00 per sq ft).

#### *Fazeley*

3.26 Other areas of interest include Fazeley, which is located in the south east of the District, in close proximity to Tamworth and includes the following:

- **Drayton Manor Business Park, Fazeley** – is located to the south of the A5, just off Coleshill Road (A4091), approximately 1.4 miles to the west of Wilnecote local railway station. The site extends to approximately 17 ha (42 acres) and comprises approximately 50 industrial, warehousing and office units, equating to around 46,452 sq m (500,000 sq ft). The estate was developed in the 1950's and has evolved over the years to provide a range of employment accommodation. As of August 2011, warehouse / distribution and storage units were being marketed between 650 – 8,361 sq m (7,000 – 90,000 sq ft); at rents starting from £27 per sq m (£2.50 per sq ft). The business park caters for predominately regional industrial and office occupiers and includes key occupiers international constructive solutions operator Fosroc Ltd, and international foundry performance firm Foseco Ltd.
- **Riverside Industrial Estate, Fazeley** – is located to the south of the A5 on Lichfield Street (B5404). The estate provides a range of industrial units of various sizes, as well as a number of car sales and automotive uses fronting the main road. Industrial accommodation is largely situated to the rear of the estate and comprises fairly modern and good quality secondary units of steel portal frame construction. Our desk-top research has demonstrated that as of August 2011,

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between 650 – 3,345 sq m (7,000 – 36,000 sq ft) of floorspace was being marketed, however rental levels are only available on application. Key occupiers include Tamworth Yamaha, BMW Rockpoint, Tamworth Accident Centre, Floors Online, welding and joining manufacture supplier Prospot, Tube Fins Ltd and Vanriet UK.

3.27 We now provide an overview of the office property market in the District.

## Office Market

### Key Locations

3.28 The West Midlands regional office market is dominated by Birmingham city centre, with all other locations in the region considered subservient. Lichfield city centre is considered to be on a par with Tamworth, Burton-upon-Trent, Cannock and Sutton-Coldfield and therefore competes with these smaller town and city centre locations.

3.29 There is little office accommodation of significance in the District when compared to surrounding centres. Anecdotal evidence has suggested that surrounding centres, such as Tamworth and Burton-upon-Trent provide a better office product, when compared to Lichfield District but also when contrasted with the study area's industrial market.

3.30 The office market in Lichfield is divided into two main sub-markets; the town centre market and the out-of-town market. It is not considered a major office location, however does have relatively good rail links and is fairly well served by the regions road network. Office development in the city centre has been limited over recent years, with only a handful of areas on the periphery of the city centre, the built up area of Burntwood and out-of-town locations, such as Lichfield South (Wall Island) witnessing development. Lichfield South is considered to have been relatively successful and managed to attract bigger enquiries. We discuss in the paragraphs below key locations within the town centre and out of town centre locations within the District.

### *City/Town Centre Market*

3.31 There are a limited amount of purpose built office buildings in Lichfield city centre, which may be characteristic of Lichfield's conservation status and the general historic environment of the town centre. The major occupier of office accommodation in the

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city centre is Lichfield District Council, who have offices located on Frog Lane, just off the A51 (St Johns Street). Police Mutual have their headquarters in the city centre on Queen Street. The majority of other accommodation that does exist comprises small scale conversion of Georgian residential properties, which house small-scale local firms (i.e. solicitors, accountants, surveyors, estate agents) and organisations carrying out a civic function, rather than catering to the needs of businesses or occupational requirements from the wider market.

- 3.32 There is also very limited purpose built office accommodation in any of the other town centre locations within the District, accommodation that does exist largely comprises first floor offices, located above retail units within existing High Street locations, such as Burntwood.
- 3.33 As part of this study we have assessed potential future office sites located within Lichfield City Centre. The largest of the city centre sites identified is Friarsgate, which is a large site (2.12 ha) made up of a number of different uses (police station, bus station and car park). This is found in a highly accessible position, off the Birmingham Road. It is our understanding that planning permission has been granted for a mixed use development on the site.
- 3.34 A further site with a mixed use planning consent is at the Friary, which is located to the west of the city centre on the site of a car park (which at the time of the site visit was still in use). This is also accessed by one of the key routes through the centre of Lichfield. Sandford Street Car Park is a less accessible site, to the edge of the retail periphery and surrounded by a mixture of residential and commercial uses. Bird Street Car Park is located in the vicinity of the Cathedral and is a key city centre car park. It is sited in the North West of the city retail area, backing onto a number of key retail units. The car parks at Church Street, Tamworth Street and Gresley Road all serve the newer retail development in the North East of the city centre. The Gresley Road Car Park differed from the previous car park sites assessed as it is a multi storey. Currently the site at Church Street/ Rotten Row is an office building. The site is found to the East of the Birmingham Road and offers a strategic elevated position. Site plans are provided in Appendix C.

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### *Out of Town Market*

- 3.35 Despite there being limited development activity within the city centre and other town centre locations within the District over recent years, some office development has taken place within the built up area and on the periphery of Lichfield city centre, Burntwood and in out of town locations within the District. Those office locations of significance and worthy of note are highlighted below:

#### *Lichfield South (Wall Island), Lichfield*

- 3.36 Lichfield South is a mixed-use development by Lingfield Securities Ltd located fronting the A5127 (Birmingham Road), just off the A5. The development is situated approximately 3 miles south of Lichfield city centre and less than one mile from Shenstone. The development comprises a gym, a hotel, restaurant and a fast food restaurant in addition to 3 purpose built headquarter office buildings. The buildings are all in the region of 1,394 sq m (15,000 sq ft) and include 141 car parking spaces. All buildings were let prior to completion and include key occupiers Skipton Building Society, NextiraOne UK Ltd and Parker Hannifin. Leisure occupiers include Esporta Gym and Racquet Club, Holiday Inn, Frankie and Benny's and McDonalds. The office buildings are built to a high specification and include raised floors, suspended ceilings, category II lighting / LG7 lighting, passenger lifts and feature glazed canopies. Rental values achieved at Lichfield South in early 2011, were in the region of £183 per sq m (£17 per sq ft) for a relatively small office suite of 69 sq m (740 sq ft), however this provides a 'headline' rental value, i.e. does not take into account tenant incentives as the lease terms were agreed on a confidential basis.

- 3.37 The site also includes a commercial development plot to the rear of the hotel, fronting the A5. The development plot provides the opportunity to create a new bespoke building for a variety of commercial uses including meeting space (to meet existing demand from businesses), leisure and A3 uses, subject to planning consent. The plot has an existing consent for meeting rooms. The site also contains 12 acres of land for future development, which is located to the rear of the leisure and existing office buildings.

#### *City Wharf, Lichfield*

- 3.38 City Wharf is located just off the A51 on Davidson Road in close proximity to the Birmingham Road (A5127), Lichfield City Rail Station and is approximately 0.5 miles

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south west of the main shopping area. City Wharf is a mixed-use development by Redrow and AWM, with the office component of the scheme comprising around 4,000 sq m (46,000 sq ft). Blocks A and B have already been sold, with Blocks E and F arranged in two terraces of three identical 2 storey buildings. Blocks C and D will follow in Phase 2 of the development, however the developers (Redrow) have no confirmed timescales for when this will commence. The accommodation is modern and has been developed to a high specification, including 8 person lift, LG7 compliant lighting, suspended ceilings and 7 car parking spaces per building. Key occupiers at City Wharf include JMP Consultants and Executive Business Support who specialise in providing professional management and administrative services to healthcare and professional associations. Asking rental values (as at August 2011) are in the region of £116 - £145 per sq m (£10.80 - £13.52 per sq ft), dependent upon the size of accommodation.

- 3.39 There is future commercial development land fronting the railway line (Blocks C and D) but it remains unclear as to whether this is being actively marketed.

*Burntwood Business Park, Burntwood*

- 3.40 The majority of office accommodation developed as part of Burntwood Business Park is situated on the newly constructed link road on the corner of Attwood Road and Miners Way (A5190 Burntwood Bypass) to the west of Burntwood town centre and approximately 6 miles to the west of Lichfield city centre. Zone 1 comprises a number of fairly recently developed office units (Newlands Court and Compton Court), with Zones 2, 3 and 4 catering towards the needs of industrial / distribution companies (as discussed above).
- 3.41 The development of Newlands Court and Compton Court by Gladman Developments, comprise 13 units and total approximately 5,000 sq m (54,000 sq ft). The first phase Compton Court comprises 6 units and offers accommodation ranging from 204 – 487 sq m (2,200 – 5,250 sq ft). Newlands Court comprises the second phase and offers slightly larger accommodation in the region of 204 – 936 sq m (2,200 – 10,070 sq ft). Both schemes provide 2 / 3 storey, high quality office accommodation in a landscaped setting with car parking. The scheme appears to have been successful, with our desk-top research highlighting that as of August 2011, only one unit is being actively marketed, the details of which are only available on enquiry.

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- 3.42 Key occupiers include International HR and Payroll Frontier Software, IFM Electronics, compressed air management firm, Motivair, Leach Lewis Plant Ltd, Caterpillar Tunnelling Europe Ltd, MAS Certified Accountants and N Power.

*Parkside Court, Greenhough Road, Lichfield*

- 3.43 Parkside Court is located on Greenhough Road, approximately 1.2 miles to the north west of the city centre and is accessed off Beacon Street, which leads to Beacon Park. Junction T5 of the M6 Toll Road is located approximately 4 miles to the south of the development. Phase 1 comprises six two storey self-contained office buildings, which offer high specification office suites ranging between 130 – 204 sq m (1,400 – 2,200 sq ft), each unit comes with dedicated car parking. Phase 1 is now fully let / sold with key occupiers including Naylor's Accountants, Peter Hearne Associates, LJ Goodwin & Co and CGI Insurance Services.
- 3.44 Phase 2 is being marketed on a design and build basis and is likely to comprise office suits from 186 – 1,394 sq m (2,000 – 15,000 sq ft), however there is no development timeline for Phase 2 as of yet.

### Other Locations

- 3.45 There are a number of other office development locations situated on the District's border and other smaller locations situated around Lichfield city centre worthy of note. These are highlighted in the paragraphs below:
- **Towers Business Park, Rugeley** – is a 40 acre site situated on the border of Lichfield District and Cannock Chase, located just off the A51 (Rugeley Bypass) on Wheelhouse Road, adjacent to Rugeley power station. It comprises a number of industrial and office units, with the gateway building to the development comprising Towers Plaza, a 6 storey office block of approximately 948 sq m (10,200 sq ft). Available space at Towers Plaza currently includes 2nd and 4th floor office suites of 160 – 169 sq m (1,722- 1,822 sq ft) at asking rental values of between £89 - £ 108 per sq m (£8.23 - £10.00 per sq ft). Towers Business Park also includes an element of serviced office accommodation as part of Venture Point, offering office space between 232 – 464 sq m (2,500 – 5,000 sq ft) on flexible monthly license agreements.



- **Elmhurst Business Park, Lichfield** – is located approximately 4 miles to the north of the city centre, in a rural setting, close to the village of Elmhurst. The business park provides a range of self contained single storey office units, ranging from 28 – 68 sq m (300 – 730 sq ft), catering towards small-scale occupiers. The units provide fitted carpets, suspended ceilings incorporating recessed Category II lighting, dado trunking and electric storage heating, together with private kitchen and wash facilities. The buildings have on-site parking within the adjacent landscaped and courtyard area with gated vehicular access from Park Lane.
- **Lichfield Business Village, Lichfield** – is located within Staffordshire University grounds, in Lichfield city centre, just off the A51 (The Friary) roundabout. The village comprises 29 affordable modern and creative office units for small and medium enterprising businesses. The concept is to provide flexible license based office accommodation, as an alternative to traditional based leases to strengthen the local economy by offering flexible space for small businesses. Office units range from 11 – 66 sq m (117 – 710 sq ft), with packages starting from £335 (plus VAT) per month fully inclusive of business rates, service charges, utilities etc. This model has been particularly successful at Lichfield and there is latent demand for accommodation of this type from small businesses within the District.
- **Sandford Street, Lichfield** – Charter House and Charter Mews located on Sandford Street in Lichfield city centre comprise a mixed use development of 640 sq m (7,000 sq ft) of offices and 21 residential apartments. The development provides relatively modern office accommodation, with car parking within the city centre for small scale occupiers. It is thought that this development has been relatively successful with few vacancies (according to our desk-top research).
- **Fradley Park, Fradley** – is predominately considered an industrial / distribution location (discussed above), however, Phase 1 does include an element of office accommodation. Our desk-top research has highlighted that as of August 2011 approximately 580 sq m (6,000 sq ft) of office accommodation is being marketed at Trent House and Lincoln House, which is situated on Wellington Crescent / Wood End Lane. Anecdotal evidence has suggested that future large scale office development is unlikely to take place at Fradley Park.

3.46 The following paragraphs provide a brief overview of the retail property market in the study area, focussing largely on the city centre.

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## Retail Market

- 3.47 In terms of retail, Lichfield City centre is the primary centre in the District. It is classified by PROMIS as an 'Average Town', with an estimated shopping population of 42,000, below the average for an 'Average Town', which is largely due to the strength of surrounding competing centres, i.e. Birmingham, Tamworth, Burton on Trent and Sutton Coldfield. Lichfield was listed as being 25<sup>th</sup> (out of 25) in the list of strategic retail centres in the West Midlands, according to the West Midlands Retail hierarchy.
- 3.48 However the city centre is projected to see above average growth over the period 2010-2015. The catchment population is classified by PROMIS as one of the most affluent areas monitored, with per capita retail spending levels significantly above the PROMIS average.
- 3.49 Below, we provide a review of the key locations of retail accommodation and leisure facilities within Lichfield District, namely Lichfield City centre and Burntwood Town centre. We have not provided any commentary on other centres within the District, considering that these are likely to be of less significance, catering towards more local needs when compared to Lichfield and Burntwood.

### Key Locations

#### *Lichfield City Centre*

- 3.50 Retail floorspace in Lichfield city centre is estimated at 55,000 sqm (600,000 sqft), according to PROMIS which is considered below the 'Average Town' average. The primary retail area within the City is the Three Spires Shopping Centres, which consists of an open air pedestrian only street and comprises around 17,000 sqm (180,000 sqft) of gross floorspace. The Centre is owned by Orchard Street Investment Management and was redeveloped and extended in 2002. Key occupiers within the Three Spires Shopping Centre include WH Smith, Boots, M&S Food, Thorntons, Argos and Costa Coffee. Bore Street and Market Street comprise the secondary retail areas and include key retailers such as New Look, Dorothy Perkins, Wilkinson, Café Nero, Thomson and The Works. The city centre also contains a large number of small independent retailers situated in the streets surrounding the Three Spires Shopping Centre, Bore Street and Market Street. These areas are attractive to small

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independent retailers as the size of floor plates on offer in Lichfield is relatively small, reflective of the historic nature of the city centre.

- 3.51 According to the England & Lyle Update of Retail Evidence Base (January 2012) the vacancy rate within Lichfield City centre was around 7%, well below the national average of 12%.

#### *Burntwood Town Centre*

- 3.52 Burntwood Town centre comprises a grouping of shops at Sankeys Corner known as the "Burntwood Town Shopping Centre" (BTSC) and a Morrison's superstore and Tesco Express which are physically separated from the other shops. The BTSC includes some national operators such as Lloyds Pharmacy, Ladbrokes, Cooltrader and Co-op Travel as well as other local retailers, restaurants and civic amenities including Burntwood Library. According to the England & Lyle Update of Retail Evidence Base (October 2011) the vacancy rate within Burntwood town centre was around 10%, just below the national average of 12%.
- 3.53 Overall, the retail offer in Burntwood is rated as poor, particularly in comparison to Lichfield, however the two settlements have a similar population base and there is an aspiration to increase the quantum of retail floorspace in the town centre by up to 16,000 sq m (170,000 sq ft) of additional retail floorspace in order to provide a suitable critical mass to attract shoppers.
- 3.54 The England & Lyle report identifies that there are that there are no possible sites for development within the existing primary shopping area other than land used for car parking at Morrisons and Tesco. The report recommends that four additional sites outside the primary shopping area (Hoardings site, the Olaf Johnson site, and the Bridge Cross Garage site and the Aldi development site) should all be allocated for retail development in the future as part of a "new shopping development" area. These sites would have the capacity to increase Burntwood's retail offer significantly to allow local needs to be met. It should be noted that whilst Burntwood is not a strategic centre, it has a similar population to Lichfield City and, in terms of its town centre offer, is significantly under providing in relation to local need i.e. is experiencing significant leakage.

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### *Out-of-Town Retail*

- 3.55 Lichfield Retail Park is located to the north east of the town centre, just off Eastern Avenue (A5192) on the District Council's former waste and recycling plant and the old Martin and Field factory. The development was completed in August 2010 by developers Bride Hall. The park comprises 4,900 sqm (53,000 sqft) of modern steel portal frame units with key occupiers including; Carpetright, Wickes, Halfords, Sleepmaster and Pets at Home and was pre-let prior to completion and is now owned by Aviva Investors.
- 3.56 There are a number of instances of out-of-town retail within existing industrial estates within the District, most notably within the poorer areas of Eastern Avenue, which have seen developments such as Lichfield Retail Park (see above), a Lidl supermarket and more recently an application<sup>9</sup> has been received for the Martin & Field unit on Eastern Avenue proposing a change of use from its former use as a storage unit for vehicles to incorporate both B2 and B8 use, with potential for trade counter operations. It will be important for LDC to take a policy stance on what constitutes an acceptable town centre use and the suitability of industrial estates to accommodate retail elements. We would advise that sites that have scored excellent or good in the assessment at Appendices E and H should be considered by LDC for protection for B1/2/8 uses, with a greater degree of flexibility shown to other sites that have not scored as well.
- 3.57 From our experience of undertaking numerous employment land reviews across the West Midlands, industrial estates will always be an attractive location for such trade counter uses from an occupier perspective, given the potential for on site parking and larger floor plates than are available in city or town centre locations. It will be important that losses of employment land to non B uses, such as trade counter uses and car showrooms, are monitored closely by LDC in order that sufficient provision can be made for employment uses in the B use classes.

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### *Other Locations*

- 3.58 Other retail, neighbourhood and local centres within the area as well as other centres cater towards the local needs of the resident populations in which they serve. We have not considered these areas in any detail as part of this property market review, given that they are considered to be subservient to Lichfield and Burntwood and serve local needs.
- 3.59 From a market perspective, the retail offer in Lichfield District is currently below average, with Lichfield City centre having a limited range of shopping facilities for a town of its size. Burntwood town centre is identified as being poor in retail terms and requires significant development in order to improve the town centre and boost the local economy. In Section 8 of this report, we discuss how the High Street can survive the current challenging economic climate and how its role might change in the future.
- 3.60 We now turn to occupier and investment market conditions and their impact on each property market within the District.

## **Occupational Market Conditions**

- 3.61 The occupier market is one key factor affecting development viability of commercial uses.
- 3.62 The latest Royal Institution of Chartered Surveyors (RICS) Commercial Market Survey suggests that overall tenant demand rose during Q2 2011 for the third successive quarter; however occupier demand remains subdued across much of the market, driven by the overall economic backdrop. Huge disparities exist between the central London office market and the remainder of the market and the country, with occupier demand outside of London remaining relatively weak, with a gradual recovery expected.
- 3.63 Development levels are not likely to increase rapidly due to continued poor viability in many markets as well as difficulty in securing funding, the uncertain outlook for
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<sup>9</sup> Ref: 11/01105/COU

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occupier demand and rental growth, and the time needed for the construction industry to rebuild capacity. This will not impact significantly on rental performance in the short term (a key exception being the central London office market), but when occupier demand enters a sustained recovery period and good quality supply is absorbed, this will act to accelerate rental growth in the future. However, this will not be the case for property towards the more secondary/tertiary end of the market. GVA Research forecasts for commercial property (excluding central London) suggest that average rental values should level off this year and see a very modest rise next year. Thereafter, growth should accelerate as supply shortages begin to emerge, but growth is forecast to reach only 3% pa by 2015.

- 3.64 The local industrial market in the District has demonstrated relatively good levels of take up over recent years (discussed in more detail below), considering the District's status in terms of an employment location. There has been selective speculative development throughout the study area, with the majority of take-up over recent years taking place at Fradley Park, which is unsurprising given the growth in the distribution market sector. Development at Burntwood Business Park has been more gradual, but still steady. Demand over the last 2 years on the whole has come from local/ regional companies trading up to larger/ newer properties and as such requirements for smaller scale properties has been the norm.

### Industrial and Office Rental Values

- 3.65 GVA research shows that prime industrial rents have remained relatively static over the last three years being in the order of £51 per sq m (£4.75 per sq ft) for new accommodation in the Tamworth area and £48 per sq m (£4.50 per sq ft) in the Stafford area (the nearest output areas to Lichfield monitored). Asking rental values at the key industrial locations set out below i.e. Fradley Park, Britannia Enterprise Park and Eastern Park are often quoted above these levels, however it should be noted that these are asking rental values and not necessarily symptomatic of the achieved rental values in the District.
- 3.66 The prime rent achievable largely depends upon the specification and size of the units. As with land values, pressure is still being applied to rents given the current economic conditions, as occupiers are re-considering (and sometimes postponing) their property requirements in light of current market conditions and the protracted

nature of economic recovery. It should be noted that the majority of industrial accommodation in the study area is classified as secondary accommodation (bar Fradley Park), with a limited amount of new build development present, some of which is also nearing the end of its useful economic life.

- 3.67 Turning to office accommodation, GVA do not monitor rental values in the wider Lichfield area and as such it is difficult to provide a comparable. Therefore Table 3.2 in the following section highlights recent transactions in the office market in the immediate study area.

### Retail Rental Values

- 3.68 PROMIS indicates that prime retail 'Zone A' rents in Lichfield are in the order of £915 per sq m (£85 per sq ft) at mid-2011. This represents a decline on the end-2010 Zone A rental levels in the city, which is consistent with many similar city/town centre locations. This rental value is above the PROMIS average for similar sized Cities/Towns (which is £721 per sq m / £67 per sq ft). Reported retail requirements are also relatively high for a City of Lichfield's size and status, with 13 reported requirement against an average of 15. This, along with the above average rental values suggests that Lichfield appears to be a stable town centre, displaying a relatively high level of demand, which is likely to be attributable to its high quality environment.

### Recent Transactions

- 3.69 The majority of recent transactions (particularly for larger units) derive from the distribution sector, as opposed to the industrial / manufacturing sector. This reflects the national picture which has, over the last five to 10 years, shown a reduction in the fortunes of the UK's manufacturing base.
- 3.70 Desk top research utilising the Focus database concludes that, over the last two years (from August 2009 – August 2011), approximately 79 industrial deals were completed in the District, totalling approximately 72,686 sq m (782,410 sq ft). This equates to an average take up per year of 36,343 sq m (391,205 sq ft). Around 48 of these transactions (61%) involved small industrial premises, the majority of which are classed as second hand stock, typically ranging from 93 to 465 sq m (1,000 – 5,000 sq ft). However 6 transactions related to premises over 3,252 sq m (35,000 sq ft), with 3 of these equating to deals over 9,290 sq m (100,000 sq ft).

3.71 Table 3.1 below highlights 10 of the most recent (known) industrial transactions in the study area (where information is available).

**Table 3.1 – Industrial Market – Recent Transactions**

Location	Type / Quality of Stock	Area	Rental / Capital Value	Transaction Date
Gfp Premises Unit D Europa Way Lichfield WS14 9TZ	Light Industrial  (Second Hand)	356 sq m  (3,832 sq ft)	£350,000	13.06.11
Units 1-12 Lea Hall Enterprise Park Wheelhouse Road Rugeley WS15 1LH	Workshop  (Second Hand)	46 sq m  (500 sq ft)	£75.35 psm  (£7.00 psf)	01.05.11
Units 31-41 Britannia Enterprise Park Britannia Way Lichfield WS14 9UY	Industrial / Warehouse  (Second Hand)	75 sq m  (805 sq ft)	£66.84 psm  (£6.21 psf)	19.04.11
Units 31-41 Britannia Enterprise Park Britannia Way Lichfield WS14 9UY	Industrial / Warehouse  (Second Hand)	162 sq m  (1,746 sq ft)	£57.37 psm  (£5.33 psf)	11.04.11
Trent Business Park Units 5-6 Power Station Road Rugeley WS15 2HS	Industrial / Warehouse  (Second Hand)	560 sq m  (6,027 sq ft)	£20.77 psm  (£1.93 psf)	06.04.11
Units 16-24 Britannia Way Lichfield WS14 9UY	Industrial / Warehouse  (Second Hand)	108 sq m  (1,159 sq ft)	£55.76 psm  (£5.18 psf)	15.03.11
Units 1-11 Britannia Enterprise Park Britannia Way Lichfield WS14 9UY	Industrial / Warehouse  (Second Hand)	268 sq m  (2,880 sq ft)	£44.89 psm  (£4.17 psf)	11.03.11
Units 21-34a Birchbrook Brook Industrial Park Lynn Lane Shenstone WS14 0DJ	Industrial / Warehouse  (Second Hand)	113 sq m  (1,217 sq ft)	£53.07 psm  (£4.93 psf)	01.03.11
Units 8-14 Shires Industrial Estate Birmingham Road Lichfield WS14 9BW	Industrial / Warehouse  (Second Hand)	179 sq m  (1,922 sq ft)	£33.05 psm  (£3.07 psf)	01.03.11



Location	Type / Quality of Stock	Area	Rental / Capital Value	Transaction Date
Zone 2 Ring Road Burntwood WS7 3JQ	Workshop	84 sq m (900 sq ft)	£53.82 psm (£5.00 psf)	17.12.10

*Source: Focus (August 2011)*

- 3.72 Table 3.1 above demonstrates that a range of rental values have been achieved in the study area over the previous 2 years. The values achieved will largely depend upon size, specification, location and the quality of the accommodation, industrial estate / park and surrounding occupiers.
- 3.73 Based on the above, prime rental values of new build industrial accommodation, if any were available within the District, would probably be in the region of £54 - £65 psm (£5.00 - £6.00 psf), with rents of secondary accommodation (depending on exact condition, specification and size ranging from £32 - £54 psm (£2.00 to £5.00 psf), with the upper limit being reserved for better quality secondary accommodation. Freehold values could lie in the order of £269 - £980 psm (£25 - £91 psf) depending upon size, condition and specification, however the latter are rarely available in the study area.
- 3.74 Turning to the office market, our desk-top research utilising the Focus database concludes that that approximately 6,959 sq m (74,907 sq ft) of office accommodation was let/sold in 48 deals within the study area over the past 2 years (August 2009 – August 2011). This equates to an annual take up rate of 3,480 sq m (37,454 sq ft). The split between floorspace and unit sizes is not so clear cut when compared to industrial / distribution accommodation, with around 33% of these deals related to office units between 0 – 47 (0 – 500 sq ft) and 29% related to units of between 186 – 557 sq m (2,001 – 6,000 sq ft). 21% (10) deals related to units of between 47 – 93 sq m (501 – 1,000 sq ft) and 17% (8) related to deals between 93 – 186 sq m (1,001 – 2,000 sq ft).
- 3.75 No deal over the last 2 year period has exceeded 557 sq m (6,000 sq ft). This demonstrates that the majority of this take up is likely to originate from local and sub-regional occupiers trading up / down sizing their property requirements as key lease event arise.
- 3.76 Table 3.2 highlights recent (known) office transactions in the study area (where information is available).

**Table 3.2 – Office Market – Recent Transactions**

Location	Type / Quality of Stock	Area	Rental / Capital Value	Transaction Date
Grosvenor Court Unit 1-16 Lea Hall Enterprise Park Wheelhouse Road Rugeley WS15 1LH	B1 Office (New / Refurbished)	46 sq m (500 sq ft)	£75.35 psm (£7.00 psf)	01.05.11
Three Spires House 1-6 Station Road Lichfield WS13 6HX	B1 Office (Second Hand)	170 sq m (1,829 sq ft)	£57.37 psm (£5.33 psf)	11.03.11
2 Bore Street Lichfield WS13 6LL	B1 Office (Second Hand)	66 sq m (710 sq ft)	£181.91 psm (£16.90 psf)	23.02.11
Building 1 Birmingham Road Lichfield WS14 0JS	B1 Office	69 sq m (740 sq ft)	£182.99 psm (£17.00 psf)	27.01.11
Zone 2 Ring Road Burntwood WS7 3JQ	B1 Office (Second Hand)	168 sq m (1,808 sq ft)	£131.00 psm (£12.17 psf)	01.12.10
Latchford House Lynn Lane Lichfield WS14 0SB	B1 Office	448 sq m (4,823 sq ft)	£62.86 psm (£5.84 psf)	04.11.10
7 Market Street Lichfield WS13 6JX	B1 Office	95 sq m (1,022 sq ft)	£52.64 psm (£4.89 psf)	20.08.10

Location	Type / Quality of Stock	Area	Rental / Capital Value	Transaction Date
Bank Chambers 53 Wade Street Lichfield WS13 6HL	B1 Office	200 sq m (2,153 sq ft)	£118.40 psm (£11.00 psf)	06.08.10
15-17a Market Street Lichfield WS13 6JX	B1 Office	72 sq m (773 sq ft)	£80.62 psm (£7.49 psf)	02.08.10
Units 1-6 Parkside Court Greenhough Road Lichfield WS13 7AU	B1 Office (New / Refurbished)	169 sq m (1,819 sq ft)	£310,000	28.07.10

Source: Focus (August 2011)

- 3.77 The above highlights that compared to industrial / distribution limited office transactions have taken place within the study area over the previous 2 years. However as with industrial / distribution deals, rental values vary widely throughout the District, from £52.64 - £182.99 per sq m (£4.89 - £17.00 per sq ft). This is largely a consequence of the limited amount of office accommodation in the study area, the type of occupiers attracted and hence the volatility of the local market. Freehold capital values could lie in the order of £850 - £2,067 per sq m (£79 - £192 per sq ft), however this should be treated with extreme caution due to the lack of freehold deals achieved in the District over the last 2 years.
- 3.78 GVA in-house Office Agency team have advised that prime headline office rents (if any prime accommodation were to be available) could be in the region of £140 per sq m (£13 per sq ft). However this would be a headline rental value, i.e. not taking into account any tenant incentives, which would be applicable, particularly given the location and type of occupiers attracted. Taking into account incentives this 'headline' figure could net back to around £108 per sq m (£10 per sq ft).
- 3.79 Finally turning to the retail market, according to the Focus Database, approximately 59 deals took place over a 2 year period (August 2009 – August 2011), equating to 11,907 sq m (128,177 sq ft). Appendix A sets out a selection of the recent deals achieved in the District and shows that achieved rents vary significantly throughout

the District, depending upon the retail unit's location, size and condition. Rental values achieved over the previous 2 year period in the city centre range from £30.78 - £458 per sq m (£2.86 - £42.51 per sq ft), however values towards the lower end of the scale appear to be very rare, with the majority of achieved rental values varying between £161.35 - £458 per sq m (£14.99 - £42.51 per sq ft). Values elsewhere in the District range from £84.28 - £341.86 per sq m (£7.83 - £31.76 per sq ft). Freehold capital values range from £258 - £3,864 per sq m (£24 - £359 per sq ft), however freehold retail accommodation is much less prevalent when compared to rental properties.

### Availability

3.80 As of August 2011 there were circa 88 available (known and reported) industrial properties in Lichfield District, which equates to of total available floorspace of just over 201,148 sq m (2,000,000 sq ft). Table 3.3 below highlights some available properties in the study area (note – the table includes some properties that fall within Rugeley, however these are still considered to be competitors sites for the Lichfield industrial market).

**Table 3.3 – Industrial Market – Availability**

Location	Area	Quoting Price	Comments
Eagle Building Fradley Park Blenheim Way Lichfield WS13 8SY	9,663 sq m (104,014 sq ft)	£546,074 pa £56.51 sq m (£5.25 sq ft)	Single storey distribution warehouse; Office facilities; Agent – CBRE / GVA / Kingston CPC.
Unit 3 Fradley Park Dove Close Lichfield WS13 8SF	11,760 sq m (126,580 sq ft)	£610,000 pa £51.87 sq m (£4.82 sq ft)	Second hand; Single storey distribution warehouse; Office facilities; Agent – BNP Paribas.
Former No 3 Works Eastern Avenue Lichfield WS13 6RX	1,567 sq m (16,871 sq ft)	£67,500 pa £43.06 sq m (£4.00 sq ft)	General industrial; Second hand; Agent – Kingston CPC.
Unit 3 Eastern Park Eastern avenue Lichfield WS13 7SB	333 sq m (3,585 sq ft)	£20,614 pa £61.89 sq m (£5.75 sq ft)	Mid-terrace unit within a refurbished bay; Leasehold / freehold; Agent – Jones Lang LaSalle.

Location	Area	Quoting Price	Comments
2 Ringway Industrial Estate Eastern Avenue Lichfield WS13 7SF	608 sq m (6,543 sq ft)	£31,500 pa £51.82 sq m (£4.81 sq ft)	Industrial / warehouse unit Second hand; Agent – Kingston CPC.
Unit 22 Britannia Enterprise Way Europa Way Lichfield WS14 9TZ	256 sq m (2,751 sq ft)	£14,500 pa £56.73 sq m (£5.27 sq ft)	Industrial / warehouse unit Second hand; Agent – Kingston CPC.
27 Kimberley Business Park Kimberley Way Rugeley WS15 1RE	150 sq m (1,619 sq ft)	£8,014 pa £53.28 sq m (£4.95 sq ft)	Industrial / warehouse unit Second hand; Agent – Kingston CPC. / Pritchard Group Ltd
Unit 4c Birchbrook Industrial Park Lynn Lane Shenstone Ws14 0DJ	156 sq m (1,678 sq ft)	£10,650 pa £68.31 sq m (£6.35 sq ft)	Light industrial with office space; Agent - Kingston CPC.
Riverside Unit 33 Power Station Road Rugeley WS15 2YR	190 sq m (2,050 sq ft)	£8,750 pa £45.94 sq m (£4.27 sq ft)	Second hand; Industrial / warehouse; Agent – Andrew Dixon and Co
Unit 4 Titan Way Lichfield WS14 9TT	208 sq m (2,240 sq ft)	£13,500 pa £64.87 sq m (£6.03 sq ft)	Single storey workshop; Mezzanine level; Agent – Kingston CPC
Wellington Crescent Lichfield WS13 8RZ	717 sq m (7,718 sq ft)	£44,000 pa £61.36 sq m (£5.70 sq ft)	Agent – Kingston CPC.
Unit 119 Anglesey Court Wheelhouse Road Rugeley WS15 1UL	155 sq m (1,667 sq ft)	£8,750 pa £56.50 sq m (£5.25 sq ft)	Agent – Kingston CPC.
Unit 5 Arcadia Park Wheelhouse Road Rugeley WS15 1UZ	186 sq m (2,000 sq ft)	£9,000 pa £48.44 sq m (£4.50 sq ft)	Agent – Andrew Dixon and Co.

Source: Focus (August 2011)

- 3.81 The above highlights that a range of rental values are applicable in the study area depending upon size, specification and quality of units. The majority of available units are classified as secondary accommodation, with very few new / refurbished premises evident from our desk-top research (August 2011) However, in prevailing market conditions, many available properties are taking longer to secure tenants/occupiers, and landlords/owners are increasing rental incentives to induce potential occupiers to secure a commitment to enter into lease agreements. Asking rental values vary between £43.06 - £64.91 per sq m (£4.00 - £6.03 per sq ft), with good quality secondary accommodation being towards the higher end of the scale.
- 3.82 Turning to office accommodation, as of August 2011 there were circa 52 available (known and reported) office properties in Lichfield District, equating to total available floorspace of circa 11,066 sq m (119,121 sq ft). This is significantly less than total available industrial floorspace, as highlighted above, which is largely due to the lack of office accommodation in the District, when compared to industrial accommodation. A selection of those available properties is detailed in Table 3.4 below.

**Table 3.4 – Office Market – Availability**

Location	Area	Quoting Price	Comments
4 Middle Mews Backcester Lane Lichfield WS13 6JH	27 sq m (287 sq ft)	£4,250 pa £159.39 sq m (£14.81 sq ft)	New / refurbished; Agent – Kingston CPC.
Langston House Bird Street Lichfield WS13 6PY	155 sq (1,671 sq ft)	£15,000 pa £162.10 sq m (£15.06 sq ft)	7 offices arranged over second floor; 6 car parking spaces; Agent – Kingston CPC.
Office 2 Bird Street Lichfield WS13 6PW	25 sq m (272 sq ft)	£6,000 pa £237.43 sq m (£22.06 sq ft)	First floor offices; Agent – Burley Brown.
Guardian House Birmingham Road Lichfield WS13 6JG	279 sq m (3,000 sq ft)	£28,500 pa £102.22 sq m (£9.50 sq ft)	New / refurbished; 13 car parking spaces; Agent – Innes England.

Location	Area	Quoting Price	Comments
19 Bore Street Lichfield WS13 6LZ	77 sq m (828 sq ft)	£6,750 pa £87.75 sq m (£8.15 sq ft)	First and second floor offices; Town centre location; Agent – Burley Brown.
Block E Units 1 – 3 City Wharf Davidson Road Lichfield WS14 9DZ	372 sq m (4,000 sq ft)	£43,200 pa £116.24 sq m (£10.80 sq ft)	Ground and first floor; Agent – Kingston CPC
Parkside Court Phase Two Greenhough Road Lichfield WS13 7AU	1,672 sq m (18,000 sq ft)	£252,000 pa £150.64 sq m (£14.00 sq ft)	Modern offices; Pre-let; Construction not yet commenced; Agent – KWB
Lincoln House Fradley Park Wellington Crescent Lichfield WS13 8RZ	242 sq m (2,610 sq ft)	£28,170 pa £118.40 sq m (£11.00 sq ft)	Part of Fradley Park; 28 car parking spaces Last remaining unit; Agent – Burley Brown / Calders Chartered Surveyors.
Towers Point Towers Point Business Park Wheelhouse Road Rugeley WS15 1UZ	163 sq m (1,756 sq ft)	£16,750 pa £102.67 sq m (£9.54 sq ft)	Second floor accommodation; Agent – Kingston CPC.

Source: FOCUS (August 2011)

- 3.83 The above table shows that quoting rents for office accommodation are generally higher than industrial rents, ranging between £88 sqm to £237 sqm (£8.15 - £22.06 sq ft) for new build/ secondary office accommodation.
- 3.84 Finally, turning to the retail market, there were 38 available retail properties in the District as of August 2011 (according to Focus), a selection of which are highlighted in Appendix B. The majority of available retail units are located within Lichfield city centre.

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## Competition

- 3.85 As referred to in the preceding sections, in terms of the industrial / distribution property market, the city of Lichfield and the District are well located and Staffordshire is now recognised as an established pitch for national and regional high bay warehousing. The development of the M6 Toll Motorway has assisted in opening up this area in this regard. Although the area is recognised as an established location, it is not generally considered prime pitch, as it is not located on a motorway junction, however the proximity of the A38, A5 and M6 Toll have assisted in the District becoming referred to as a good second division location in terms of industrial / distribution development.
- 3.86 The majority of competing industrial / distribution accommodation is located in the surrounding areas of Tamworth, along the M6 Toll (from Coleshill to Cannock) and further afield, along the A38 including Burton-upon-Trent. Land that accommodates large distribution warehouses (i.e. 10,000 sqm/ 100,000 sqft) and can operate unrestricted, in close proximity to motorways, major highway networks and away from residential areas is generally in demand. The supply of new industrial units is limited at present, with few units under development and the majority of developers with B1 / B2 / B8 sites seeking pre-let agreements/ pre sales on a design and build, rather than providing units speculatively to the market. This trend is set to continue as few developers are currently considering speculative development due to the lack of funding and lack of occupier confidence.
- 3.87 Other regional locations with a supply of existing modern units are likely to attract 'footloose' regional occupiers who need units immediately rather than waiting nine to 12 months for units to be built.
- 3.88 Turning to the office market, the opening of the M6 Toll in 2003 has also led to an increased demand for business and commercial space in the Lichfield and Cannock area. However, Lichfield is not considered a major office market location within the West Midlands and does not compete with the bigger markets such as Birmingham, Coventry and the M42 and M5 Corridors. The Final Report to the Regional Centres Study grouped Lichfield alongside similar centres Stratford-upon-Avon, Nuneaton, Sutton Coldfield, Burton-upon-Trent, Kidderminster, Merry Hill, Rugby, Tamworth and Cannock. It is therefore likely to compete with centres such as Burton-upon-Trent and



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- Tamworth, with anecdotal evidence suggesting that Tamworth offers better quality office stock when compared to Lichfield.
- 3.89 Finally, turning to the retail market, according to PROMIS Lichfield city centre faces above average competition from competing retail centres and ranks 194 out of the 200 PROMIS centres on the PMA Competition Indicator (a rank closest to 200 reflects a high level of competition). Major local competitors include; Tamworth, Sutton Coldfield and Burton-upon-Trent, as well as centres located further afield, including Walsall, Birmingham, Coventry and Merry Hill.
- 3.90 Plans to regenerate Lichfield city centre are at an advanced stage; the Friarsgate scheme will assist in strengthening Lichfield's retail and leisure offer, making it more attractive to shoppers and visitors and retain more local trade. The Friarsgate scheme is to be located on land adjacent to Birmingham Road including the existing bus station, multi-storey car park, police station and Tempest Ford premises. It will also provide a link to the existing Three Spires Shopping Centre and a new transport hub will be created in front of Lichfield City rail station. The 37,000 sq m (395,000 sq ft) mixed use development has full planning consent and includes a 6,000 sq m (65,000 sq ft) Debenhams store, additional retail shops, cinema, hotel, residential, office and proposals to relocate the current bus station. The scheme is to be developed by S Harrison Developments Ltd and Development Securities Plc and will be located in the Birmingham Road area of the city centre, helping to revitalise this area and complement other areas of the city. As at November 2011, we understand that the scheme is currently on hold until funding can be secured and the market for retail / leisure uses returns. We understand that there is interest from national retailers and leisure operators to come to Lichfield and that Friarsgate, which will offer suitably sized floor plates for these occupiers, will gain significant interest for pre-lets once it is marketed. S Harrison and Development Securities consulted with local people regarding a number of recent changes made to the Friarsgate scheme, including the proposed removal of the hotel, moving the cinema and changing the layout of a number of shops and the car park.
- 3.91 We now turn to development land market conditions and their impact on the local development land market within the District.
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## Investment Market

- 3.92 The investment market is a further factor affecting development viability of commercial property. Investment yields experienced a sharp rise throughout 2007 and 2008 as a consequence of the 'credit crunch', the subsequent downturn in the property investment market and wider UK economic recession over the last three years. An increase in investment yields will, all other things remaining equal, cause a corresponding fall in the capital value of properties purchased as an investment (i.e. with a tenant in place generating a rental return to the landlord).
- 3.93 Increased activity in the property investment market into 2009/10 (particularly for prime investments), driven by a combination of competitive pricing and a decreased supply of prime property and good quality secondary property, resulted in prime yields falling (with corresponding improvements in the capital value of prime investments). This, in turn, helped to improve the development viability of commercial property in prime locations. However, general economic conditions in the UK over the last 12 months have been slower to improve than previously anticipated following the official end to the economic recession in Q4 2009. Most commentators are anticipating a continuing economic flat-line with limited / slower growth expected and than originally forecast. This is likely to mean weak demand from most occupiers in the property market in the short to medium term, which is likely to bring an end to this recent period of strong investment returns for good quality investment property.
- 3.94 Recent economic forecasts currently expect investor demand for prime and good quality secondary property to continue to be strong and to exceed supply over the short to medium term, however there are still many risks to this outlook. For property at the more secondary/ tertiary end of the market, investors will continue to be concerned about issues such as void rates, the weaker covenant strength of typical occupiers and the challenge of re-letting buildings in an era of ever shorter leases.

## Industrial and Office Investment Markets in Lichfield

- 3.95 Industrial / distribution yields are usually above those of office yields. However all research demonstrated that there is no evidence of investment transactions in the District over the past 2 years, upon which to base a robust opinion of the potential

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industrial or office yields achievable in the wider area. This is largely due to current market volatility and lack of prime property throughout the District.

- 3.96 Prime industrial yields in the Tamworth and Stafford area (the nearest output areas to Lichfield monitored) are currently in the order of 7%, according to GVA in house research (June 2011). Office yields in the immediate area are not monitored by GVA and as such it is difficult to provide a comparable. GVA's in-house Investment team suggested that prime industrial and office yields in the Lichfield District are likely to range from 6.75% - 7.5% based on a 15 year lease term, assuming single let units with a tenant of a decent covenant strength. Multi-let units forming part of an industrial estate or business park location are likely to be higher than this. Leases of 10 years are also likely to be higher than this range and could vary between 7.75% - 8.25%, assuming single let units. Office yields are usually lower than industrial yields, and this research provides a further indication of the secondary nature of the District, in terms of providing prime employment accommodation. The yields quoted above are based upon limited investment evidence, and should be viewed with a high degree of caution.

### Retail Investment Market in Lichfield

- 3.97 According to PROMIS prime retail yields in Lichfield city centre stood at 6.25% in spring 2011, which showed no change on the previous 6 months. This trend is in-line with the pattern of broadly flat prime retail town centre yields across the majority of centres monitored by PROMIS.
- 3.98 Given the depressed market, there have only been a limited number of retail investment transactions since August 2009 in the District, according to our desk-top research. The most recent of which was in July 2011 which comprised a freehold investment sale of a 50% stake in the 36,700 sq m (395,000 sq ft) Friarsgate retail and leisure scheme. Development Securities Plc purchased the 50% stake from S Harrison Developments Plc on confidential terms and as such the details of the sale are unknown.
- 3.99 Other investment deals of note include the following:
- Three Spires Shopping Centre, Lichfield – Orchard Street Investment Management LLPA on behalf of an undisclosed pension fund purchased the long leasehold of

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the Three Spires Shopping Centre in April 2011 as an investment from owners Hammerson. The shopping centre equates to 16,276 sq m (180,032 sq ft) and includes tenants Marks and Spencer Simply Food, Argos, Game, WH Smith, JD Sports, Costa Coffee and Buxton & Bonnet. The deal achieved a price of £33,500,000 reflecting a yield of 6.5% and includes an unexpired term of approximately 136 years. Interestingly Hammerson only acquired the long leasehold interest a month prior in March 2011, from St Martins Property Investments Limited at a price of £33,490,000 at a yield of 7.39%.

- 3.100 Retail investment yields in the remainder of the District are likely to be above those achieved in the city centre.

## Development Land Market

### Employment

- 3.101 Unsurprisingly, a downwards pressure on employment land values (as well as rental and capital values) has also been experienced since the credit crunch and property market downturn. This is due to increases in investment yields and weakening occupier demand (discussed above) which have lowered the value of end development. Increases in the margins developers require, to reflect the additional perceived risk, has reduced viability further.
- 3.102 The shortage of debt finance and deterioration of wider economic conditions have subdued the appetite of industrial developers for speculative industrial development, and crucially, their ability to secure development finance. Factors such as the changes to the Empty Rates liability and introduction of Energy Performance Certificates (EPC) have provided additional constraints over the past two years.
- 3.103 It is likely therefore that the successful delivery of sites within Lichfield will require a proactive and innovative approach to securing funding from both the public and private sectors, particularly in light of the current economic conditions and the uncertainty surrounding future regeneration funding streams. These are discussed in further detail in Section 8 of this report.
- 3.104 GVA's Industrial Agency team advise that land values in the District are likely to vary significantly, dependent upon numerous factors including plot size, servicing, and

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road / motorway access. However we estimate that a cleared development site at / close to Fradley Park with planning consent for B1 / B2 / B8 uses could achieve a land value in the order of £680,000 - £740,000 per hectare (£275,000 - £300,000 per acre). Land values in Rugeley and Shenstone are likely to be significantly below this figure at sub £500,000 per hectare (£200,000 per acre). It follows that development land values have probably halved since the peak of the development land market in 2007, with only modest increases since. There are few transactions taking place to support this view, and the land values quoted should be viewed with an appropriate degree of caution in light of the volatility of prevailing market conditions in the industrial sector.

- 3.105 In addition to the above factors, many vendors remain unwilling to sell land at a lower level than that at which they bought it 3 to 10 years ago, and some still have unreasonable expectations of the values of their land holdings. This ill-informed aspiration is holding back the transactional market for development land.
- 3.106 With regards to employment land available within the District, of particular note is Lichfield Park located to the east of Lichfield city centre, adjacent to Britannia Enterprise Park fronting the A38 dual carriageway. The land at Lichfield Park comprises one of the only large scale industrial development land opportunities within the District (excluding opportunities at Fradley Park). The site is currently being utilised as agricultural land, however is allocated for office, manufacturing and distribution development. The development site comprises around 30 acres and provides an ideal development opportunity based on its location in relation to the highway network and other surrounding uses (i.e. Britannia Enterprise Park). The development is being promoted by Stoford Developments Ltd and is likely to accommodate requirements from 1,859 – 46,468 sq m (20,000 – 500,000 sq ft) in two phases.
- 3.107 Office land values usually achieve a significant premium over industrial land values, however office land values in the District are particularly uncertain, given that it is not considered an established office location. We have been unable to obtain any recent transactional data upon which to base a robust opinion of potential office development land value in the area, mindful of current market volatility.

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## Retail

- 3.108 In terms of land values for food retail development in the District, GVA's Retail Agency team anticipate food retail land values could be in the order of £2,471,000 -£4,942,000 per hectare (£1 million - £2 million per acre), depending upon a range of factors, including local competition, site size, site prominence and condition.
- 3.109 Retail land values for non-food developments are usually significantly below the values achieved for supermarket / food store premises.

## Summary

- 3.110 Our property market analysis has revealed that industrial accommodation is more prevalent in the study area compared to offices. There are a limited amount of purpose built office buildings in the District, with key new build locations including Lichfield South (Wall Island), Parkside Court (Greenhough Road), City Wharf and Burntwood Business Park. There are very few purpose built office developments located within Lichfield city centre, with the majority of accommodation comprising converted Georgian buildings, although these buildings tend to be occupied by small local firms or public sector bodies carrying out a civic, rather than market, function.
- 3.111 Lichfield South (Wall Island) and City Wharf provide the best examples of new office development of significance in the District. This development is almost fully let. Availability remains at City Wharf and Parkside Court and all three developments have additional development land available. This is a consequence of the market's perception of the attractiveness of the District to potential office occupiers, and hence demand for office space is more subdued when compared to the demand for industrial premises.
- 3.112 There are a number of industrial / distribution areas throughout the District which are of local and regional significance. The prime industrial / distribution location in the District is considered to be Fradley Park, given its location adjacent to the A38 dual carriageway and its ability to provide the land requirements to appeal to high bay warehousing operators. Fradley Park has been the focus of new build industrial development in recent years. Future development opportunities exist at Fradley Park, Lichfield Park and Burntwood Business Park.

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- 3.113 The majority of other industrial areas in the District comprise older industrial stock of varying degrees of age and quality, which the market perceives as 'secondary' to the 'prime' locations highlighted above. Examples include Burntwood Business Park, which includes some new build development, alongside some good quality secondary accommodation, as well as areas situated around Rugeley Power Station at Towers Business Park, which is on the border of the Lichfield and Cannock Districts.
- 3.114 In addition, there are a number of secondary industrial estates situated on the outskirts of Lichfield city centre, examples including Britannia Business Park, Shires Industrial Estate, Eastern Avenue and Birchbrook Industrial Park at Shenstone. These industrial areas provide a mix of accommodation, the majority of which caters towards the local market and hence attracts occupiers of local and sometimes regional significance. Buildings in some of these areas are more likely to reach the end of their useful economic life over the course of the plan period, and hence these areas could provide opportunity sites for industrial or, if it can be demonstrated that there is no demand for future employment, then residential redevelopment could be considered in the future.
- 3.115 Both office and industrial investment yields have seen a sharp rise throughout 2008 and 2009, as a consequence of the 'credit crunch', the subsequent downturn in the property investment market and wider recession of the UK economy. Although increased activity in the investment market into 2009/10 saw a fall in investment yields for prime and good quality secondary property, this has largely now come to an end due to weak occupier demand and a slower economic recovery than originally forecast. Economic forecasts continue to suggest a cautious outlook, with strong demand forecast for prime and good quality secondary investments in the short to medium term, however demand will remain weak for secondary / tertiary property.
- 3.116 Prime industrial yields in the wider Tamworth and Stafford areas are in the order of 7%, according to GVA in house research. GVA Investment team have advised that prime industrial and office yields in the Lichfield District are likely to be in the same region of 6.75% - 7.5% based on a 15 year lease term, assuming single let units with a tenant of decent covenant strength. Multi-let units forming part of an industrial estate or business park location are likely to be higher than this. Leases of 10 years are also likely to be higher than this range and could vary between 7.75% - 8.25%, assuming single let units. This is considered unusual given that office yields are generally lower than
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- industrial yields; however this reinforces the point that Lichfield is not considered a prime office location.
- 3.117 Many property investments in the study area are unlikely to provide prime investment stock, and as such the yield quoted above should be viewed with a degree of caution, given that yields could be significantly above prime yields, with correspondingly lower investment values.
- 3.118 The local industrial occupational market has demonstrated healthy levels of take up over recent years, with the majority of take-up taking place at Fradley Park and to a lesser extent Burntwood Business Park. This has largely been driven by the growth in the distribution market sector and the ability to satisfy large land requirements for distribution warehouses in an accessible location. Demand over the past 2 years generally derives from local / regional companies trading up to larger / newer properties.
- 3.119 GVA in-house research shows that prime industrial rents have remained relatively static over the past three years being in the order of £51 psm (£4.75 psf) for new accommodation in the Tamworth area. In the study area, prime rental values of new build industrial accommodation (if any were available) would probably be in the region of £54 - £65 psm (£5.00 £6.00 psf), with rents of secondary accommodation (depending on exact condition, specification and size) ranging from £32 - £54 psm (£2.00 to £5.00 psf).
- 3.120 The local office occupational market has been more subdued when compared to the industrial market, with no deals over the past 2 years exceeding 557 sq m (6,000 sq ft). This demonstrates that the local office market caters towards local and sub-regional occupiers, rather than larger scale prime requirements. Rental values are difficult to determine in the District, with our desk-top research suggesting a range from £52.64 - £182.99 per sq m (£4.89 - £17.00 per sq ft). However GVA Office Agency suggest that prime headline rental values are more likely to be in the order of £140 per sq m (£13 per sq ft), netting back to around £108 per sq m (£10 per sq ft) once tenant incentives have been accounted for.
- 3.121 The majority of competing industrial / distribution accommodation is located along key corridors throughout the region, including M6 (Rugby to Stoke), M42/A42, A38 and the M6 Toll, with Lichfield being considered a good secondary division location, but is
-



not considered prime in relation to the wider West Midlands area. Competing office locations include Burton-upon-Trent and Tamworth, rather than the larger major office locations within the West Midlands, i.e. Birmingham, Coventry and the M42 and M5 Corridors.

- 3.122 As with other sectors of the property market, downwards pressures on development land values have been experienced in the current market conditions and factors such as the changes to Empty Rates liability and introduction of Energy Performance Certificates (EPC). Few land sales have occurred in the last 2 years, and a number of sites have been controlled by a range of developers for some time. Developer's aspirations are typically for higher value uses, as apposed to industrial / warehouse uses. In addition, some vendors still have unreasonable expectations of the values of their land holdings which could result in large tracts of land being available and undeveloped for a long period of time.
- 3.123 Finally, the retail market in the District is largely dominated by Lichfield city centre, with other town centre locations (such as Burntwood) and local centres catering towards the local needs of the surrounding population. Detailed plans to regenerate the City Centre as part of the Friarsgate development, which is largely a retail and leisure based scheme, will allow Lichfield to be more competitive, considering its high quality environment, high level of demand, size and status.
- 3.124 The next section of this report considers the supply of employment land within the District.

## 4. Review of Employment Land Supply

4.1 This section of the report provides a review of the existing supply of employment land within the Lichfield District Council administrative area. The review comprises three elements:

- i. A quantitative and qualitative assessment of employment land supply;
- ii. Recommendations for a new portfolio of employment land; and
- iii. A capacity assessment.

4.2 The supply of employment land in Lichfield consists of two components:

- i. Existing employment land which will continue to serve the needs of businesses within the area throughout the Plan period. This category includes employment land that was currently in use at the time of the study; and
- ii. Potential employment sites that may be developed within the Plan period and contribute to meeting future employment land requirements. This categorisation includes two types of supply: the “committed” supply - which comprises employment sites that were under construction at the time of the study, those with planning permission for employment uses and employment allocations within the Local Plan; and the “future potential” supply - which comprises sites submitted during the Call for Sites as part of the Local Development Framework process.

4.3 Further detail on this categorisation of sites is provided below.

4.4 The quantum of sites split between the existing and potential future sites is shown in Table 4.1 below.

**Table 4.1 – Summary of Employment Land Supply in Lichfield**

Site Typology	Existing Employment Land (ha)	Potential Employment Sites (ha)		Total (ha)
		Commitments	Potential Future	
Total Area (ha)	300.66	134.36	141.79	<b>576.81</b>

Source: GVA, 2011

- 
- 4.5 The review of these components includes both quantitative and qualitative elements (in accordance with DCLG (now CLG) guidance).

### **i) Existing Employment Land within Lichfield**

- 4.6 This definition includes existing employment land that was in use at the time of the study. Data on these sites was supplied by Lichfield District Council to GVA. A total of 43 sites, comprising 300.66ha were identified. These sites are spread across the District, as shown on the plans at Appendix C.
- 4.7 GVA have subsequently undertaken an independent assessment of each site, based upon site visits by surveyors from GVA. This assessment included a range of market, sustainability and physical assessment criteria using a standard proforma to record details of each area. It should be borne in mind that this analysis reflects existing baseline conditions for the sites assessed and is taken as a snapshot in time. It does not take into account any proposed improvements / investment to any of these areas of existing employment activity. Details of the proforma can be found at Appendix D.

#### **Quantitative Assessment**

- 4.8 Using the scores from the proforma (detailed at Appendix E) we have been able to undertake some quantitative analysis of the scores, which is detailed below. A more qualitative assessment, considering each site's strengths and weaknesses, can be found in the Property Market Review (Section 3).

#### *Market Assessment*

- 4.9 Detailed site assessments are provided at Appendix E, here we have summarised the market based characteristics of the employment land supply. The market assessment takes account of the following characteristics:
- Building Quality;
  - External Environment;
  - Levels of Vacancy;
  - Nature of Tenants;
  - Market Attractiveness;

- Strategic Access; and
- Local Access.

4.10 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix F. Table 4.2 overleaf summarises the results of this analysis.

**Table 4.2 – Summary of Market Scores of the Existing Employment Land Supply**

Market Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	6	14%	61.96
Good	14	33%	141.80
Average	21	49%	81.54
Poor	2	5%	15.36
Very Poor	0	0%	0.00
<b>Total</b>	<b>43</b>	<b>100%</b>	<b>300.66</b>

*Source: GVA, 2011*

4.11 It can be seen in Table 4.2 above that the majority of existing stock within Lichfield is ranked as being of average to good quality. Around half of all sites inspected were ranked as average, totalling 81.54ha of land, and one third of sites were ranked as good, accounting for 142ha of land. Just two sites were assessed as being of poor quality, these being the industrial estate at Mill Lane, Fazeley (William Tolson's Industrial Estate) and Mount Road, Burntwood. The better quality sites, scored as excellent in the market ranking, were those at Lichfield South and Fradley South.

#### *Physical Assessment*

4.12 Detailed site assessments can be seen at Appendix E, here we have summarised the physical based characteristics of the employment land supply. The physical assessment takes account of the following characteristics:

- Building Age;
- Building Quality;
- General External Environment; and
- Local Access.

4.13 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix F. Table 4.3 below summarises the results of this analysis.

**Table 4.3 – Summary of Physical Scores of the Existing Employment Land Supply**

Physical Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	9	21%	68.68
Good	16	37%	112.13
Average	15	35%	103.63
Poor	3	7%	16.23
Very Poor	0	0%	0.00
<b>Total</b>	<b>43</b>	<b>100%</b>	<b>300.66</b>

*Source: GVA, 2011*

4.14 Table 4.3 above highlights that in terms of the physical scores, the majority of existing stock can be described as being of average or above quality, with 15 sites (104ha) scored as average, 16 sites (112ha) scored as good and 9 sites (69ha) scored as excellent. The latter category includes sites at Lichfield South, Fradley Park, Drayton Manor Business Park and Riverside Industrial Estate, Fazeley. Just three sites were ranked as poor, these being Tolson's Mill Industrial Estate, buildings at Colton Mill Farm, Rugeley and Mount Road. The better scoring sites, ranked as excellent in the physical ranking were Towers Point (Arcadia Park); Lichfield South Business Park; Wellington Crescent, Fradley; City Wharf (Blocks A & B); Drayton Manor Business Park; Fradley Park and Lichfield Business Village.

#### *Sustainability Assessment*

4.15 Detailed site assessments can be seen at Appendix E, here we have summarised the sustainability based characteristics of the employment land supply. The sustainability assessment takes account of the following characteristics:

- Public Transport;
- Local Amenities; and
- Strategic Location.

4.16 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix F. Table 4.4 below summarises the results of this analysis.

**Table 4.4 – Summary of Sustainability Scores of the Existing Employment Land Supply**

Sustainability Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	3	7%	1.60
Good	33	77%	260.58
Average	5	12%	18.62
Poor	2	5%	19.86
Very Poor	0	0%	0.00
<b>Total</b>	<b>43</b>	<b>100%</b>	<b>300.66</b>

*Source: GVA, 2011*

4.17 As can be seen in Table 4.4 above, most of the existing employment stock was classed as being of good quality in terms of sustainability. Four sites were scored as being excellent in terms of sustainability, these being the Staffordshire University Business Village, sites adjacent to Lichfield City railway station and the new office development at Arcadia Park, Brereton. Two sites were classed as poor in terms of sustainability, which include New Farm, Elmhurst; and Drayton Manor Business Park.

## ii) Potential Employment Land Supply in Lichfield

4.18 This definition includes two different categories of future land supply, as detailed below:

- The “committed” supply – includes allocations of employment land as identified in Policies EMP2 and EMP3 of the current Lichfield Local Plan, employment land that was under construction at the time of the study and sites with planning permission (either outline or full). A total of 24 committed sites were identified, comprising circa 134ha of development land; and
- The “future potential” supply – includes sites submitted as part of the LDC “Call for Sites” for consideration for employment use through the Development Plan review. All these sites include an element of employment development that we have termed “future potential” sites. Data on the potential employment land supply was supplied by LDC to GVA. A total of 38 potential future sites were

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provided that include an element of employment. Within the future potential supply there are a number of sites proposed for mixed use development, including a proportion of employment uses. Where this is the case, we have reduced the site area accordingly so as not to over-estimate the total supply, which in total amounts to circa 141ha. Some sites were identified for uses outside the B use classes (such as health and retail). Where this was the case, we have included them within supply and assessed the sites in order to be able to provide advice on their suitability for employment and, where appropriate, removed them from the portfolio. In total, the future potential supply amounts to circa 141ha. This takes account of those sites where we have reduced the site area and includes those proposed for uses outside the B uses classes.

- 4.19 In total, the committed and future potential sites amount to around 276ha. Two committed employment sites were promoted in the Call for Sites for residential uses, which we have termed "re-allocations". The two sites are located at Fradley and Burntwood. They have been assessed as part of the portfolio, in order that we can provide advice on their suitability for their continued inclusion in the portfolio. These sites are discussed in further detail at paragraph 4.52.
- 4.20 A multi-disciplinary team of GVA planners and surveyors have subsequently undertaken an independent assessment of each of the committed and future potential sites, which has included a range of market, sustainability and physical assessment criteria using a standard proforma to record details of each area. It should be borne in mind that this analysis reflects existing baseline conditions for the sites assessed and does not take into account any proposed improvements/investment to any of these areas of proposed employment activity. Details of the proforma can be found at Appendix G.

### Quantitative Assessment

- 4.21 Using the scores from the proforma (detailed at Appendix H) we have been able to undertake some quantitative analysis of the scores, which is detailed below. A more qualitative assessment of the key locations within the District can be found in the Property Market Review (Section 3).

### Market Assessment

4.22 Detailed site assessments can be seen at Appendix H, here we have summarised the market based characteristics of the proposed employment land supply. The market assessment takes account of the following characteristics:

- Access;
- Prominence;
- Site Layout;
- Character of Area;
- Planning Status;
- Economic Constraints;
- Strategic Location; and
- Market Attractiveness.

4.23 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix I. Table 4.5 below shows the results of this analysis.

**Table 4.5 – Summary of Market Scores of the Proposed Employment Land Supply**

Market Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	2	3%	9.14
Good	25	40%	132.55
Average	27	44%	103.11
Poor	8	13%	31.35
Very Poor	0	0%	0.00
<b>Total</b>	<b>62</b>	<b>100%</b>	<b>276.15</b>

Source: GVA, 2011

4.24 Table 4.5 above confirms that the majority of the proposed employment land supply within Lichfield is of average to good quality, with 52 out of 62 sites (84%) falling into these categories. Sites ranked as good quality account for circa 132ha (40%) of the potential supply, whilst average sites account for circa 103ha (44%). Just two sites were ranked as being of excellent quality, both of these sites being located at Fradley Park (north of Wood End Lane / east of Lancaster Road and Land at Hilliard's Cross,



Fradley). Eight sites were ranked as being of poor quality, these being the future potential sites at Seedy Mill Water Treatment Works; extensions to Birchbrook Industrial Park; Main Road, Harlaston; Dumore Hay Lane, Alrewas; Bonehill Mews, Fazeley; and land to the north of Armitage Shanks.

### *Physical Assessment*

4.25 Detailed site assessments can be seen at Appendix H, here we have summarised the physical based characteristics of the proposed employment land supply. The physical assessment takes account of the following characteristics:

- Local Access; and
- Site Layout

4.26 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix I. Table 4.6 below shows the results of this analysis.

**Table 4.6 – Summary of Physical Scores of the Proposed Employment Land Supply**

Physical Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	23	37%	125.99
Good	32	52%	100.60
Average	5	8%	45.87
Poor	2	3%	3.69
Very Poor	0	0%	0.00
<b>Total</b>	<b>62</b>	<b>100%</b>	<b>276.15</b>

*Source: GVA, 2011*

4.27 In terms of the physical assessment, Table 4.6 above shows that all but seven of the proposed sites were ranked as being of good or excellent quality. A number of those sites ranked as excellent are located within Fradley Park, which is recognised as being the premier industrial / distribution location in the District. In addition to Fradley, sites that were scored as excellent include the extensions to Burntwood Business Park (Zones 1 & 2); land to the east of Fradley village; land south of Bassett's Pole; and land to the east of the A38 at Alrewas. Two sites scored poorly in this assessment, these being Bonehill Mews, Fazeley; and land to the north of Armitage Shanks.

### *Sustainability Assessment*

4.28 Detailed site assessments can be seen at Appendix H, here we have summarised the sustainability based characteristics of the employment land supply. The sustainability assessment takes account of the following characteristics:

- Public Transport;
- Local Amenities; and
- Strategic Location.

4.29 The scores are then ranked into a number of categories which determine how well the site scored. Full details of this methodology are detailed at Appendix I. Table 4.7 below shows the results of this analysis.

**Table 4.7 – Summary of Sustainability Scores of the Proposed Employment Land Supply**

Sustainability Score	No. of Sites	% of Sites	Total Land (ha)
Excellent	0	0%	0.00
Good	27	44%	161.09
Average	27	44%	66.57
Poor	8	13%	48.49
Very Poor	0	0%	0.00
<b>Total</b>	<b>62</b>	<b>100%</b>	<b>276.15</b>

*Source: GVA, 2011*

4.30 The proposed sites scored less well in respect of sustainability, with no sites ranked as being of excellent quality. A total of 22 sites (42%) comprising 160.50ha were ranked as being of good quality, with these being located at Fradley Park and Burntwood Business Park. A further 23 sites (43%), comprising 65.88ha were ranked as being of average quality. These included sites at Burton Old Road, Britannia Park, Burntwood Business Park and Birchwood Industrial Park, Shenstone. Eight sites were ranked as being of poor quality, with these being located at Little Aston Hall Hospital; Harlaston; Seedy Mill Water Treatment Works; Eastlands Farm, Alrewas; Bassett's Pole; Carroway Head; and land at the junction of the A51 and A515, Lichfield.

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## Recommendations for a new Portfolio of Employment Land

- 4.31 The supply of employment land within Lichfield has been assessed in terms of the existing portfolio of sites, and supply which has the potential to come forward to meet future demand. This assessment has been undertaken both quantitatively and qualitatively, taking into account a range of planning, economic and property market influences. The Employment Land Review Guidance advises that recommendations are made to the local planning authority regarding the stock of employment land and its suitability for employment use in the future. These recommendations must take account of local planning influences, economic factors and market conditions.

### Existing Sites

- 4.32 According to our quantitative assessments, the existing portfolio of employment land scores well, with the majority of existing sites being scored average or better. In terms of recommending a new portfolio of employment land, it is necessary to take into account both the qualitative assessments contained within the property market review and stakeholder interviews and the quantitative assessments contained within this section. Existing areas of employment land that scored poorly in the quantitative assessment were Mount Road Industrial Estate Industrial Estate, Burntwood; New Farm, Elmhurst; Colton Mill Farm and Parchfield Farm, Rugeley Junction; and William Tolson's Industrial Estate, Mill Lane Fazeley. Taking each of these in turn:

#### *Mount Road, Burntwood*

- 4.33 This industrial estate is located off New Road, Burntwood, to the south of Cannock Road, shown in Figure 4.1 below. It lies within a predominantly suburban area, surrounded by residential properties on all four sides. Immediately to the west is Springhill Primary School, whose playing fields abut the industrial units on the western side of the estate.

**Figure 4.1 – Location of Mount Road, Burntwood**



Source: GVA, 2011

4.34 The site scores from the quantitative assessment were as follows:

**Table 4.8 - Assessment Scores for Mount Road, Burntwood**

Name	Site Area (ha)	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport
Mount Road	13.40	3	2	2	3	3	1	3	3	4	3

Source: GVA, 2011

4.35 The condition of the buildings on the estate, and the general external environment are both considered to be of poor quality, with improvements required in order to bring the estate up to standard. A number of the buildings are in a dilapidated condition and are considered to be unsuitable for continued employment use. In the centre of the estate are some recently constructed double height industrial units, known as Stanley Business Park, which are of above average quality. The estate is split into two halves – north and south, with access into each half of the estate from New Road to the east, or from Chase Road to the south. Neither provides a direct link to the strategic highway network, with access to the A5 / M6 Toll both being rather

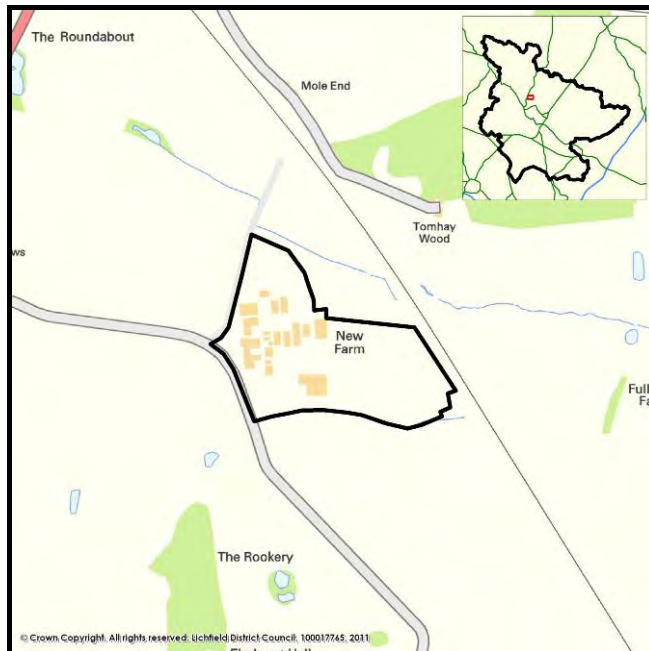
convoluted and through built up residential areas. As a result, vacancies on the estate are relatively high, with between 20% - 40% of units recorded as being empty.

4.36 In our view, whilst the site is relatively well used and well located having regard to supporting facilities, the majority of buildings on this site (aside from those on Stanley Business Park) are coming towards the end of their economic life with little investment having taken place in recent years. Furthermore the adjacent uses (predominantly residential) would make redevelopment of the site as employment prohibitive and potentially non cost effective. We would therefore recommend that this site is taken out of the employment land portfolio for the purposes of this study.

*Elmhurst Business Park*

4.37 This collection of small office units is located to the east of the A515, close to the hamlet of Elmhurst, as shown in Figure 4.2 below. Built in the last decade, the business park is within the complex of New Farm, with all of the offices situated around a central courtyard.

**Figure 4.2 – Location of Elmhurst Business Park**



Source: GVA, 2011

4.38 The site scores from the quantitative assessment were as follows:

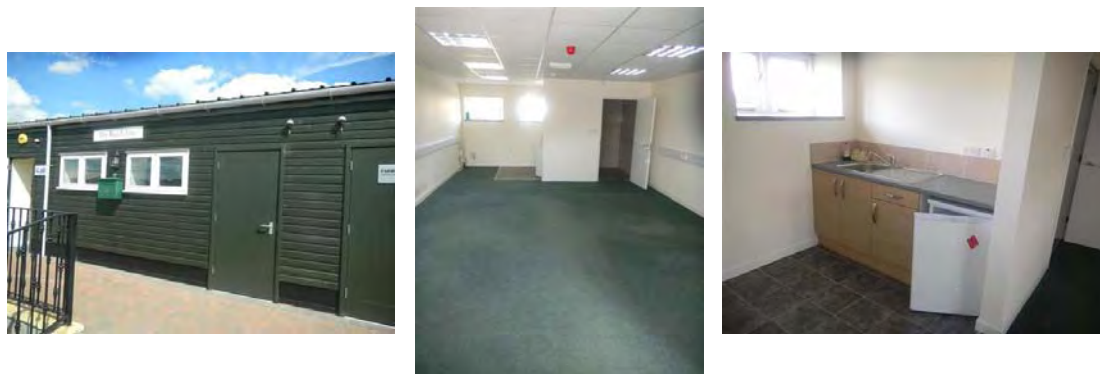
**Table 4.9 – Assessment Scores for Elmhurst Business Park**

Name	Site Area (ha)	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport
Elmhurst Business Park	5.88	4	5	4	3	2	1	3	3	1	3

Source: GVA, 2011

4.39 Our assessments have ranked the quality of the buildings and external environment as good to excellent, although access to the site (particularly by public transport) and onto the wider strategic highway network is limited and the site scores poorly in this regard. Notwithstanding this, our assessment of the sites is that it is suited for a relatively small scale office development with relatively low levels of commercial vehicles travelling to and from the site.

**Figure 4.3 - Pictures of Elmhurst Business Park**



Source: [www.primelocation.com](http://www.primelocation.com), 2011

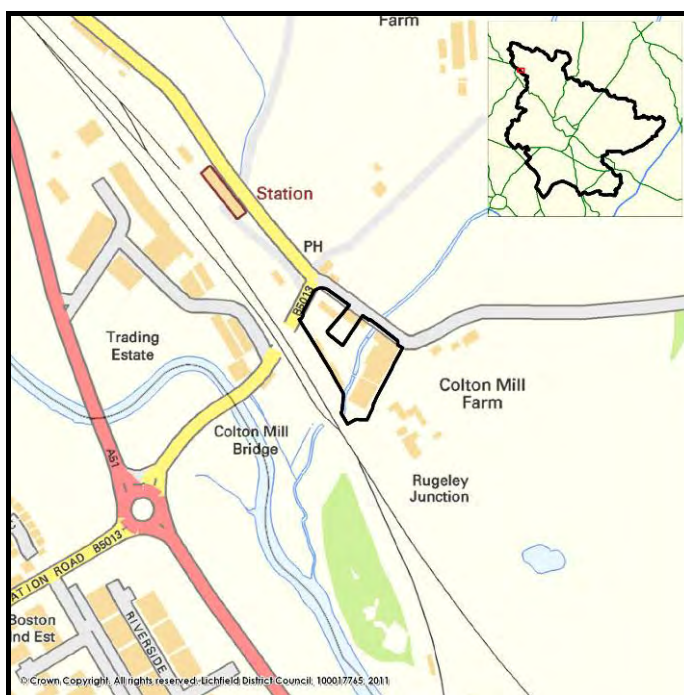
4.40 As a result of the pleasant environment, flexible unit sizes and modern facilities (such as kitchenette / bathroom facilities within each unit shown in Figure 4.3 above), take up has been good and levels of vacancy are relatively low at around 10%. Taking this into account, and given that this development provides employment space within one of the District’s many rural areas, we recommend that the site should be retained within the portfolio for the purposes of this study.

*Colton Mill Farm, Rugeley Junction*

4.41 This small collection of industrial buildings is located adjacent to Rugeley Trent Valley railway station (shown in Figure 4.4 below) in the north west of the District and is occupied by Diametric Metal Fabrications Ltd (DMF). There are a number of

residential properties adjacent to the site on Blithbury Road and a public house opposite. The site comprises several industrial buildings interspersed with areas of open storage and our assessment of the site ranked the buildings and external environment as being of below average quality.

**Figure 4.4 - Location of Colton Mill Farm**



Source: GVA, 2011

4.42 The site scores from the quantitative assessment were as follows:

**Table 4.10 – Assessment Scores for Colton Mill Farm**

Name	Site Area (ha)	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport
Colton Mill Farm	0.87	1	2	2	5	2	1	4	4	3	4

Source: GVA, 2011

4.43 Access to the site by public transport is relatively good, given the proximity of the railway station although access to peak time bus services is limited to services stopping in Rugeley town centre, approximately 1 mile to the south. However, access for commercial vehicles is considered to be relatively poor, taking into account the

restricted height of the bridge (up to 14' 3") where Colton Road passes under the railway line and the relatively tight right hand turn into Blithbury Road where the site entrance is located. Despite this, the presence of a sole occupier on the site demonstrates that the site is suited to their purposes for the time being. Whilst we would anticipate this site becoming available over the course of the Plan period, this will be dependent on the future of the current occupiers, who may look to re-locate to more modern premises if a suitable location could be identified. Taking this into account, we would therefore recommend that the site is removed from the portfolio for the purposes of this Study.

#### *Parchfield Farm, Rugeley Junction*

- 4.44 This site comprises a number of converted farm buildings located close to Rugeley Trent Valley railway station (shown in Figure 4.5 below) in the north west of the District.

**Figure 4.5 - Location of Parchfield Farm, Rugeley Junction**



Source: GVA, 2011

- 4.45 The site scores from the quantitative assessment were as follows:



**Table 4.11 – Assessment Scores for Parchfield Farm**

Name	Site Area (ha)	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport
Parchfield Farm	0.35	3	3	3	3	2	1	4	2	3	4

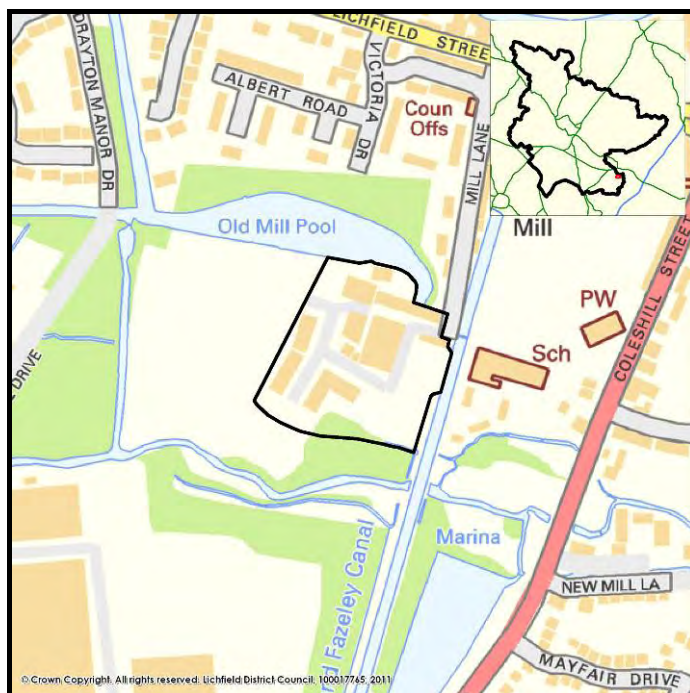
Source: GVA, 2011

- 4.46 Our assessment of the buildings and external environment at the site was that they are of average quality, however access to the site locally is considered poor due to the rural nature of the development. Occupiers at the site include metal workers, design consultants, ceramic manufacturers and structural engineers and the level of vacancy is low. Whilst this site is located within a rural environment and consequently accessibility is poor, the nature of the units means that the occupiers are suited to the location. In this regard, we recommend retaining the site in the portfolio.

*William Tolson's Industrial Estate, Mill Lane, Fazeley*

- 4.47 This industrial estate is located off Mill Lane, Fazeley (shown in Figure 4.6 overleaf) and is surrounded by a mix of uses, including residential and public open space. The eastern boundary of the site is formed by the Birmingham and Fazeley Canal and beyond that is Millfield Primary School. A bridge connects the site with the school. Directly adjacent to the northern boundary of the site is Old Mill Pool, with an area of woodland and residential properties beyond.

Figure 4.6 - Location of William Tolson's Industrial Estate, Mill Lane, Fazeley



Source: GVA, 2011

4.48 The site scores from the quantitative assessment were as follows:

Table 4.12 – Assessment Scores for William Tolson's Industrial Estate, Mill Lane, Fazeley

Name	Site Area (ha)	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport
William Tolson's Industrial Estate	0.35	3	3	3	3	2	1	4	2	3	4

Source: GVA, 2011

4.49 The quality of the buildings and external environment has been assessed as being of poor quality, whilst access into the site is relatively restricted, in particular for commercial vehicles, and involves driving through the residential area to the north in order to access the site. Despite the poor condition of the buildings and lack of prominence of the site, it enjoys a good level of take up, with vacancies recorded at less than 20%. Notwithstanding this, we would expect the condition of the buildings to deteriorate further over the course of the Plan period, and this site may present an opportunity for redevelopment at some point. Redevelopment for employment uses is

unlikely given the proximity of the residential properties to the north therefore, for this reason, we would recommend that it is excluded from the portfolio for the purposes of this Study.

### Summary

- 4.50 In total we have identified around 16.23ha of existing employment land that should be considered for alternative uses, shown in Table 4.13 below and which will have an effect in the medium term with regard to relocations of the companies currently located upon those sites. We have identified that on these sites there is a significant level of occupation and therefore we would propose to deal with these relocations by adding this additional demand to the demand forecasts, which are explained in detail in Section 5.

**Table 4.13 – Existing Sites to be removed from Portfolio**

Site Reference	Site Name	Area (ha)	Assumed level of Occupation	Assumed Floorspace for Relocation (sq m)
E11	Mount Road Industrial Estate Industrial Estate	13.40	80%	36,195
E15	William Tolson's Industrial Estate	1.96	90%	3,765
E20	Colton Mill Farm, Rugeley Junction	0.87	100%	2,495
<b>Total</b>		<b>16.23</b>		<b>42,455</b>

Source: GVA, 2011

- 4.51 The removal of the existing sites highlighted in Table 4.13 above reduces the existing employment land supply from 300.66ha to 284.43ha.

### Future Sites

- 4.52 We have reviewed the proposed sites in terms of their market, physical and sustainability characteristics starting at paragraph 4.8. The assessments show that the majority of proposed employment sites are of a good quality.
- 4.53 It is noticeable from reviewing employment land monitoring reports that a number of these sites have been allocated within the Local Plan for some time. Such examples include sites at Burntwood Business Park (Zone 5), Britannia Way, Lichfield, Lea Hall Colliery / Rugeley Power Station and part of the Fradley Park North at Fradley Airfield.

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4.54 In order to provide a degree of realism to the portfolio, especially regarding the probability of the sites within it being developed, we have taken the view to remove some of the proposed sites, based on them being classed as being a “longstanding site”, unless there was a clear intention for them to be developed for employment in the near future (i.e. submission of a planning application). The definition of these longstanding sites was “sites that have had less than 25% of their total area developed for employment uses despite being allocated for some time (at least one Plan period)”. The sites that fall into this category are as follows:

- [Burntwood Business Park \(Zone 5\) \(ref P21\) – 11.13ha; and](#)
- [Fradley Park North in part \(ref P19\) – 29.73ha.](#)

4.55 The reason for removing these sites from the analysis was that it gives the portfolio much more reliability by reflecting the fact that even though some sites have been allocated for some time (up to 10 years), this doesn’t necessarily mean that they will come forward for employment development over the course of the next 20 years or so. Sites that have been classed as being longstanding may have some underlying problem with bringing them forward, such as economic or physical constraints that has prevented them from being developed in the past. This approach is consistent with Policy EC2 of PPS4 (paragraph EC2.1 (h)) and with paragraph 75 of the Draft National Planning Policy Framework (NPPF).

4.56 Below, we provide a more detailed assessment of each site, explaining our reasoning for the removal of each site from the employment land portfolio for the purposes of this Study.

#### *[Burntwood Business Park \(Zone 5\)](#)*

4.57 This site is located to the south west of the existing Burntwood Business Park (shown in Figure 4.7 below) and comprises around 11ha. The site was intended to complete the development of the business park when it was allocated in the Lichfield Local Plan in 1998. The site has been promoted for employment development for a number of years but has failed to attract any interest from potential occupiers.

4.58 More recently, the site was promoted for residential development through the emerging Core Strategy. The proposals for the site were guided in part by Lichfield District Council, who had identified the site (within a wider area) as a Strategic

Development Location for Housing at Burntwood within the emerging Lichfield Core Strategy.

**Figure 4.7 - Location of Burntwood Business Park (Zone 5)**



Source: GVA, 2011

4.59 The site scores from the quantitative assessment were as follows:

**Table 4.14 – Assessment Scores for Burntwood Business Park (Zone 5)**

Name	Gross Site Area (ha)	Availability	Market Activity (any in last 5 years)	Access	Public Transport	Prominence	Local Amenities	Site Layout	Character of Area	Planning Status	Economic Constraints	Strategic Location	Greenfield / Brownfield	Market Attractiveness
Burntwood Business Park (Zone 5)	11.13	No	No	4	3	4	5	4	5	2	4	4	2	2

Source: GVA, 2011

4.60 As can be seen in Table 4.14 above, the site scores well across the criteria and in quantitative terms appears to be a suitable employment site for development. The site’s location on the edge of the existing business park and being in a relatively prominent position close to the Burntwood by-pass (A5195) would suggest that if

demand existed to develop the site, it would have come forward to date. However, the site's attractiveness to the market is likely only to be for local businesses, rather than sub-regional / national operators. Developing a site of this nature, in excess of 11ha, would not be done on a speculative basis in the current economic climate and would therefore require a developer to be able to secure the necessary pre-lets to minimise their risk in order to be able to develop the site. Demand for employment premises in Burntwood is unlikely to be able to support the development of a site of this size and therefore, taking this into account, we would recommend that the site is not included within the employment land supply, given that it is unlikely to come forward during the Plan period.

#### *Fradley Strategic Development Location*

- 4.61 The Strategic Development Location comprises circa 29ha of land located at the northern boundary of Fradley Park, close to recent residential development and local centre at Fradley South (refer to Figure 4.8 below). The site was originally allocated for employment uses as part of Fradley Park in the Lichfield Local Plan (1998), but has yet to be developed and is the largest remaining plot from the original planning consent. It is acknowledged by LDC that Fradley Park has taken some time to come forward, and that there is a need to reconsider the allocation of this site, in order to consider the possibility of providing more residential and community facilities at Fradley to make it a more sustainable coherent settlement that doesn't undermine the overall employment strategy for the District.

**Figure 4.8 – Location of Strategic Development Land at Fradley Park**



Source: GVA, 2011

4.62 The site scores from the quantitative assessment were as follows:

**Table 4.15 – Assessment Scores for Fradley Park North**

Name	Gross Site Area (ha)	Availability	Market Activity (any in last 5 years)	Access	Public Transport	Prominence	Local Amenities	Site Layout	Character of Area	Planning Status	Economic Constraints	Strategic Location	Greenfield / Brownfield	Market Attractiveness
Fradley Park North	46.17	Yes	Yes	4	4	3	4	5	5	4	5	4	1	3

Source: GVA, 2011

4.63 As can be seen in Table 4.15 above, being located within the existing Fradley Park development, the site scores well in terms of its market attractiveness, accessibility and character of the surrounding area. Taken in this context alone, the site appears to be a suitable location for employment development. However there are other policy considerations in Lichfield, such as the provision of more affordable homes and community facilities at Fradley South and improvements to local infrastructure, that should be taken into account when considering the best use of this site.

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- 4.64 Development of Fradley Park has been focussed predominantly on the distribution market, and whilst this has been extremely successful to date, the distribution sector is forecasted to see a fall in demand over the Core Strategy period. This is confirmed both in the AWM Future Profiles (see Section 2 of this report) and in our own economic forecasts (see Section 5). It is necessary therefore, to consider whether this site should be re-allocated from its current employment designation and be considered for other uses.
- 4.65 There has been pressure from some quarters for this site to be allocated as a Regional Logistics site (RLS). This has been heightened in light of the recent letter received by the District Council from Wolverhampton MBC encouraging cooperation between Local Authorities in order to identify a suitable site for a RLS to serve the South Staffordshire and Black Country areas. One of the key criteria for identifying a RLS is a rail head, this site does not have rail connectivity and in this light it is our view that this site should not be considered as a RLS.
- 4.66 We would advise LDC that alternative uses on the site should be explored in order to determine how the site's development can assist with improving sustainability across the wider Fradley Park site. This could include the development of residential uses, small scale employment and community facilities. For the purposes of this study we have removed the proposed SDL from the supply calculations.

#### *Other Future Sites*

- 4.67 In addition to the above discounted sites, a number of future sites provided to GVA were identified solely for non B employment uses (such as health and retail), which we have assessed and taken the view that these should not be included in the employment land portfolio. These are as follows:
- Land at Little Aston Hall Hospital (ref P22) – 2.25ha – proposed for health uses;
  - Land at Bagnall Lock, Main Street Alrewas (ref P24) – 0.53ha – proposed for health uses; and
  - Land south of Robins Road, Burntwood (ref P33) – 2.48ha – proposed for retail uses.
- 4.68 In total, the future potential sites we have excluded from the portfolio for the purposes of this study amount to 46.12ha, as shown in Table 4.16 overleaf.



**Table 4.16 – Future Sites to be removed from the Portfolio**

Site Reference	Site Type	Site Name	Area (ha)
P19	Commitment	Fradley Park SDL	29.73
P21	Commitment	Burntwood Business Park (Zone 5)	11.13
P22	Potential Future	Little Aston Hall Hospital	2.25
P24	Potential Future	Bagnall Lock	0.53
P33	Potential Future	Land at Burntwood Business Park (Zone 3)	2.48
<b>Total</b>			<b>46.12</b>

Source: GVA, 2011

- 4.69 The removal of the Future Sites highlighted in Table 4.16 above from the portfolio reduces the total quantum of employment land in the portfolio from 276.15ha to 230.03ha. Those sites that are retained in the supply are shown in detail at Appendix H with a summary in Table 4.17 below.

**Table 4.17 – Future Employment Land Supply in Lichfield (2011 – 2028)**

Employment Land Supply (ha)		
Commitments	Potential Future	Total
93.50	136.53	230.03

Source: GVA, 2011

## Capacity Assessment

- 4.70 In order to determine the capacity of sites to accommodate employment floorspace, we have undertaken an assessment of their suitability for different land uses and the amount of employment floorspace that could be accommodated within them. We have undertaken the capacity assessment using our revised portfolio of land, as detailed above, in order to be cautious in determining the land supply and provide a realistic view of the amount of employment land that is likely to come forward over the Plan period.
- 4.71 In order to assess the types of land uses that could be accommodated within each of the proposed employment sites in the portfolio of land, we have used a number of existing sources of information. Where a site has an existing planning permission in place for employment we have assumed that the site is suitable for the uses listed in the permission. Where sites do not have planning permission in place, we have used information from the Local Plan (in terms of allocated sites) and our professional

judgement, based on an individual site's size, location, condition and adjacent land uses and experience from previous studies to guide the typology of each site. Where a site is suitable for more than one use, we have assumed an equal split of land uses across the site, as detailed in Table 4.18 below.

**Table 4.18 - Assumptions Used in Capacity Assessment**

Typology	Split of Land Uses		
	B1	B2	B8
B1 city centre	100%	0%	0%
B1	100%	0%	0%
B1/B2	50%	50%	0%
B1/B8	20%	0%	80%
B1/B2/B8	33%	33%	33%
B1/B2/B8s	10%	45%	45%
B2	0%	100%	0%
B2/B8	0%	50%	50%
B8	0%	0%	100%

*Source: GVA, 2011 -*

4.72 Using the assumptions shown in Table 4.18 above we have determined the capacity of each proposed employment site in the portfolio. A summary of the capacity assessment is shown in

Table 4.19 below. A more detailed breakdown, on a site by site basis is shown at Appendix H.

**Table 4.19 – Summary of Capacity Assessment**

Typology	No. of Sites	Capacity (ha)			Total
		B1	B2	B8	
B1 city centre	6	1.08	0	0	1.08
B1	12	18.78	0.00	0.00	18.58
B1/B2	2	0.17	0.17	0.00	0.35
B1/B8	1	1.10	0.00	4.41	5.52
B1/B2/B8	29	43.35	43.35	43.35	130.04
B1/B2/B8s	1	1.36	6.14	6.14	13.65
B2	0	0.00	0.00	0.00	0.00
B2/B8	2	0.00	14.53	14.53	29.05
B8	1	0.00	0.00	16.45	16.45
<b>Total</b>	<b>54</b>	<b>65.85</b>	<b>64.19</b>	<b>84.87</b>	<b>214.91</b>

*Source: GVA, 2011*

- 4.73 The capacity assessment work has shown that Lichfield has a total capacity of around 214.91ha (excluding space within the centres, completions and longstanding sites), and that this is split 65.85ha for B1 uses, 64.19ha for B2 and 84.87ha for B8. It has been assumed that capacity within these sites would be split as per the assumption in Table 4.18 between the different land use classes, however it may be possible to shift some of this supply between land use classes in order to accommodate the predicted demand in the most economical fashion.
- 4.74 The next section of this report analyses the demand for employment land within Lichfield up to 2028.

## 5. Forecasts and Scenarios of Future Employment Demand

### Economic Projections and Scenarios

- 5.1 This section sets out the methodology underpinning the preparation of the employment demand forecasting component of the study and the translation of employment projections into floorspace and land requirements. It provides a clear audit trail of the methods, assumptions and stages of work. This includes the use of employment forecasts and the development of alternative forecasting scenarios, their conversion into floorspace forecasts and subsequently into estimates of future land requirements.
- 5.2 One of the principal tasks has been to provide forecasts of employment demand by linking the property and economic analysis. This employment land study addresses the area within Lichfield District Council's jurisdiction and has included a considerable amount of work to identify priority sectors, economic aspirations and trends that are relevant and specific to the local economy. Furthermore, an analysis was carried out to determine the most appropriate sectoral groupings for Lichfield District, which is sufficiently robust as a basis for the economic forecasting of future floorspace needs and their use in the spatial modelling of employment land scenarios.
- 5.3 The employment projections produced in this study were based on economic projections produced by the Cambridge Econometrics (CE) Local Economy Forecasting Model (LEFM), which provides projections at the local authority level. With regard to translating employment forecasts into floorspace and land use classes/property types, we have noted that the DCLG Guidance acknowledges this to be "difficult and to some extent a matter of professional judgement." We believe this is best achieved by grouping SIC data into around 25 sectoral groupings appropriate for the study area and the employment property product types available and is discussed in greater detail below.

## Approach

- 5.4 The methodology for the development of employment land forecasts is set out in five steps:
- Source economic/employment projections;
  - Formulate appropriate alternative scenarios;
  - Create appropriate sector groupings and match to land use class categories;
  - Create worker density assumptions for converting employment to floorspace and prepare floorspace requirement forecasts;
  - Convert floorspace to land estimates and forecast land requirements.
- 5.5 The sources, assumptions and analysis made in each step are set out in the following five sections and a series of Appendices are attached setting out the detailed results of the key steps.

### Step 1: Source Employment Projections

- 5.6 The baseline employment projections used in this study utilised the CE LEFM model which aggregates the economy into 41 industrial sectors, as shown in Table 5.1 below. The projections are sufficiently disaggregated to use as a basis for employment land forecasting and include historical data from 1981 to 2009 with projections from 2010 to 2028 for Lichfield District. They represent the results of model-based analysis, focusing on the future performance of the existing industrial structure in Lichfield, and have not been refined in light of any qualitative information, legislative changes or other 'soft' information.

**Table 5.1 – Cambridge Econometrics’ Industrial Sectors**

Industry	2 and 3 Digit NACE Codes
1 Agriculture etc	01, 02, 05
2 Coal	10
3 Oil & Gas etc	11, 12
4 Other Mining	13, 14
5 Food, Drink & Tobacco	15, 16
6 Textiles, Clothing & Leather	17, 18, 19
7 Wood & Paper	20, 21
8 Printing & Publishing	22
9 Manufactured Fuels	23
10 Pharmaceuticals	24.4
11 Chemicals nes	24 (ex24.4)
12 Rubber & Plastics	25
13 Non-Metallic Mineral Products	26
14 Basic Metals	27
15 Metal Goods	28
16 Mechanical Engineering	29
17 Electronics	30, 32
18 Electrical Engineering & Instruments	31, 33
19 Motor Vehicles	34
20 Other Transport Equipment	35
21 Manufacturing nes	36, 37
22 Electricity	40.1
23 Gas Supply	40.2, 40.3
24 Water Supply	41
25 Construction	45
26 Distribution	50, 51
27 Retailing	52
28 Hotels & Catering	55
29 Land Transport etc	60, 63
30 Water Transport	61
31 Air Transport	62
32 Communications	64
33 Banking & Finance	65, 67
34 Insurance	66
35 Computing Services	72
36 Professional Services	70, 71, 73, 74.1-74.4
37 Other Business Services	74.5-74.8
38 Public Administration & Defence	75
39 Education	80
40 Health & Social Work	85
41 Miscellaneous Services	90 - 99
42 Unallocated	

Source: Cambridge Econometrics and GHK Analysis, 2011

## Step 2: Formulate Appropriate Alternative Scenarios

- 5.7 This sub-section outlines the methodology used to formulate the alternative scenarios for economic growth within Lichfield. The scenarios are based on baseline data for Lichfield District, local planning policy, past trends and economic aspirations.

### Baseline

- 5.8 It was decided, in consultation with the client group, that the CE reference-case employment projections discussed above would form the baseline projections for this

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study, whilst alternative economic scenarios would also be formulated to take account of local trends, local economic development aspirations and policies and the impact of proposed housing growth in the district – issues which are not reflected in the LEFM projections. The baseline scenario uses the projected employment growth rates produced for Lichfield by the CE LEFM model and applies these to historic employment data sourced from the Business Register and Employment Survey (BRES)<sup>10</sup> for each sector in the District. In each scenario the base year is 2009 as this is the most recent year for which historic BRES employment data is available. Each scenario is therefore based on the same historic employment data, disaggregated between 88 sectors (based on 2 digit SIC2007 data), and includes projections from 2010 to 2028. These 88 sectors have been cut back to 76 sectors after excluding all sectors with zero employment within Lichfield District.

### Past Trends Scenario

- 5.9 The 'Past Trends' Scenario is based on an analysis of recent past economic trends to set overall employment growth targets for 2028. The development of past trends scenarios has been complicated by the recent introduction of the revised 2007 SIC codes in place of the previous 2003 SIC codes. As described above, the latest 2009 employment data uses the 2007 SIC codes and is provided by the BRES, although data is only available for 2008 and 2009. Earlier data for all years from 1998 to 2008 is provided by the Annual Business Inquiry (ABI), although this is not directly compatible with the BRES data and does not provide employment data for the latest year, 2009.
- 5.10 As a result of these changes it is not possible to calculate a growth rate from 1998 to 2009 using both data sources. An alternative approach has instead been adopted by calculating a ten year trend for Lichfield using ABI data, and the SIC 2003 sector codes from 1998 to 2008, and applying these growth rates to the 2009 BRES data for the most appropriate sector groups based upon the conversion matrix presented in Appendix J.

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<sup>10</sup> The Business Register and Employment Survey is an amalgamation of two ONS (Office for National Statistics) surveys: the Annual Business Inquiry and the Business Register Survey.



- 5.11 This is purely a trend-based scenario using historical ABI data and does not take account of local economic or planning policies. The analysis indicates that the Lichfield economy has performed better than the LEFM forecasts project. Total employment in Lichfield increased from 36,065 jobs in 1998 to 39,991 jobs in 2008 according to ABI data. This represents total employment growth over the ten year period of 1% per annum compared with the slightly more conservative LEFM projections of 0.7% per annum.
- 5.12 Although the period 1998 to 2008 is unlikely to capture the full extent of the employment decline in Lichfield following the recession, it does include at least some of the downturn as employment in Lichfield has fallen by more than 2,000 jobs from its peak in 2003. In fact the five year trend from 1998 to 2003 was more than 3% per annum and three times greater than the ten year trend to 2008. It was therefore decided that the ten year trend of 1% per annum is likely to represent a realistic trend over a period of downturn as well as growth and, for scenario building and testing purposes, it would be sensible to examine the impact of assuming that employment in Lichfield would continue to grow at this rate during the period from 2009 to 2028. Applying this past trend projects total employment of approximately 50,800 jobs in Lichfield in 2028.
- 5.13 However, the analysis determined that it was unreliable to use this approach to project employment in each individual sector in Lichfield because large fluctuations in smaller sectors at district level can predict irrationally high growth rates in some sectors. It was therefore necessary to restrict the larger growth rates in order to control some of the projections for individual sectors. For all sectors that have experienced rates of growth or decline in excess of +/- 2.5% over the ten years to 2008, it was decided to apply 25% of the ten year trend for that sector. For example, employment in the 'rental and leasing activities' sector experienced very strong growth of 14% per annum over the ten year period from 1998 to 2008. Applying this growth rate would have projected employment in this sector to increase from around 750 jobs in 2009 to more than 9,200 jobs by 2028. However, by restricting the growth rate to 25% of the ten year trend (i.e. 3.5% per annum), employment in this sector is instead projected to increase to a more realistic total of less than 1,500 jobs by 2028.

- 5.14 By restricting the growth rates in this way, the sum of employment in all individual sectors is approximately equal to the overall 2028 projection of 50,800 jobs, based on the assumption that total employment in Lichfield grows at 1% per annum.
- 5.15 In order to ensure the sector total exactly matches the projection for total employment, each individual sector total has been adjusted either up or down in proportion to the distribution of projected employment in 2028. This therefore controls these individual sector totals proportionately back to the projected employment total. Finally, a straight line trend has been assumed in all sectors over the period to 2028.

### Policy-On Scenarios

- 5.16 It was also decided, following consultation with the client group, to develop alternative scenarios that would provide 'policy-on' employment and floorspace projections based upon local economic aspirations, priorities and projections of future housing growth within Lichfield District. Local and sub-regional strategies, plans and other documents were reviewed, alongside stakeholder consultations, to identify economic aspirations and priority sectors for the future within Lichfield and the surrounding area. The findings suggested that alternative scenarios should be developed that would assume:
- employment growth linked to the expected increase in the local population, associated with the Lichfield housing projections detailed in the Core Strategy;
  - an economic aspiration to reduce levels of out-commuting within Lichfield; and,
  - relatively strong employment growth within the identified priority sectors, which are expected to be targeted by economic development policy in the future.
- 5.17 It is important to note that these assumptions differ from those used to develop 'economic scenarios' in the recent Housing Needs Study and Strategic Housing Market Assessment Update, which was undertaken for the Southern Staffordshire Districts by Nathaniel Lichfield and Partners (NLP). These significant differences emphasise the need for caution when making comparisons between the different scenarios and projections of each study.

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5.18 In summary, the Lichfield projections produced by the NLP 'economic scenarios' are based on the baseline employment projections from this study, described above in paragraph 5.8 and assumptions that net out-commuting, and the ratio between local jobs and the local workforce, will remain constant over time. In contrast, the policy-on scenarios presented in this study are designed to be more aspirational and take account of local economic aspirations and priorities, as well as the projections of future housing growth. For example, these policy-on scenarios project future employment based on the additional workforce associated with the housing projections of the Core Strategy, and local aspirations to reduce out-commuting and encourage employment in specific priority sectors. These assumptions and the formulation of the policy-on scenarios are described in greater detail below.

#### *Lichfield Housing Projections*

5.19 The Core Strategy is based upon the provision of 8,000 new homes between 2006 and 2026. This has been set having regard to the Strategic Housing Market Assessment, completed in 2008. However, the market has moved on since that report and the Core Strategy recognises this as an important issue and proposes that lower levels of housing growth of between 4,000 and 6,000 new homes will be considered. It was therefore decided to develop two alternative 'policy-on' scenarios for this study, based upon the low and high projections of 4,000 and 8,000 additional homes in Lichfield District, for 'policy-on' scenarios 1 and 2 respectively.

5.20 Determining the relationship between the predicted growth of the local population (through housing growth) and future levels of employment is essential in predicting the quantity, type and location of new employment land. The process of converting the projected number of additional dwellings into employment projections is discussed below and then presented in Table 5.2.

5.21 Since the employment projections are based on actual data to 2009 and projections to 2028, it is necessary to ensure the dwellings projections adopt an equivalent time period. The above housing projections must therefore be extended by two years to 2028 but also take account of housing completions between 2006 and 2009.

5.22 In order to extend the projections to 2028, a linear trend has been assumed, suggesting an additional 200 houses per annum for 'policy-on' scenario 1 and 400 houses per annum for scenario 2, thereby increasing the projections of additional

houses over the period 2006-28 to 4,400 and 8,800 new houses respectively. Furthermore, the 2010 Annual Monitoring Report states that there were 1,249 net housing completions in Lichfield between 2006 and 2009. Subtracting this figure suggests that the adjusted targets for new houses in the District between 2010 and 2028 should be 3,151 for 'policy-on' scenario 1 and 7,551 for scenario 2.

- 5.23 This projected increase in houses from 2009 to 2028 implies an increase in in-migrant population – assumed at an average rate of 2.3 persons per dwelling based on the latest ONS mid-year population estimates (2010) and CLG dwelling stock figures (2010) for Lichfield. This estimates additional populations of 7,247 (Scenario 1) and 17,367 (Scenario 2).
- 5.24 The Staffordshire Observatory has provided latest estimates of working age population as a percentage of the total Lichfield population in 2028 (52.3%), based on the latest ONS sub-national population projections (May 2010). It was not possible to source economic activity projections for Lichfield, so the latest available estimate of the Lichfield economically active population as a percentage of the working age population has been assumed for 2028 (i.e. 78.5% for 2010, according to the ONS Annual Population Survey). These estimates have been applied to the population projections to provide estimates of the working age and economically active populations in 2028 of 3,790 and 2,975 respectively for 'policy-on' scenario 1, and 9,083 and 7,130 for scenario 2.

**Table 5.2 – Conversion of Housing Projections to Increased Economically Active Population in Lichfield**

	Policy-On Scenario 1	Policy-On Scenario 2
<b>Potential New Dwellings (2006-2026)</b>	<b>4,000</b>	<b>8,000</b>
Additional New Dwellings (2026-2028)	400	800
<b>Potential New Dwellings (2006-2028)</b>	<b>4,400</b>	<b>8,800</b>
Dwelling Completions (2006-2009)	1,249	1,249
<b>Potential New Dwellings (2010-2028)</b>	<b>3,151</b>	<b>7,551</b>
Implied Population Increase (2010-2028)	7,247	17,367
Implied Increase in Working Age Population (2010-2028)	3,790	9,083
<b>Implied Increase in Economically Active (2010-2028)</b>	<b>2,975</b>	<b>7,130</b>

Sources: Lichfield District Council, Annual Monitoring Report 2010; Staffordshire Observatory; Census data; ONS, 2010 mid-year population estimates, 2008-based sub-national population projections (May 2010), 2010 annual population survey; CLG, 2010 dwelling stock estimates; and GHK analysis, 2011

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### *Job Balance and Reduced Out-Commuting*

- 5.25 In order to convert the above forecasts of additional economically active people into employment projections, it is important to consider "job balance". Job Balance is defined as the number of jobs in Lichfield divided by the number of economically active residents.
- 5.26 Lichfield has a lower job balance ratio compared to many of the other local districts, which indicates relatively high levels of out-commuting, particularly given the low rate of unemployment in Lichfield (i.e. high unemployment can be another reason for a low job balance ratio). Census data identify approximately 48,000 economically active residents in Lichfield in 2001, but fewer than 40,000 jobs, which provides a job balance ratio of 83.3%. This suggests that there are significantly fewer jobs in Lichfield than there are economically active people, thereby requiring a significant proportion of residents to travel outside of the District to access employment. The same ratio, calculated using BRES employment data and the ONS Annual Population Survey for 2009, suggests a lower job balance of around 80%. However, the assumption based on Census data is considered more robust and has been used for this study.
- 5.27 The level of job balance in Lichfield is similar to many of its immediate neighbours and is actually higher than Tamworth, Cannock Chase, Staffordshire Moorlands and South Staffordshire. However, the Lichfield figure is inflated by the relatively low rate of unemployment in the District, and the percentage of out-commuting residents in Lichfield is actually higher than all other Staffordshire districts, except for South Staffordshire. Census data suggest that almost 50% of employees living in Lichfield commute out of the District to work.

Table 5.3 makes comparisons between Lichfield and local LEP and regional averages. The data confirms that Lichfield has a relatively low job balance ratio and a relatively high proportion of out-commuting amongst employees residing in the district when compared to these other benchmarks.

**Table 5.3 – Comparison of Job Balance and Out-Commuting Statistics**

	Lichfield	Birmingham & Solihull LEP (District Average)	Stoke & Staffordshire LEP (District Average)	Birmingham & Solihull / Stoke & Staffordshire LEPs (District Average)	West Midlands (District Average)
<b>Job Balance Ratio</b>	<b>83.3%</b>	<b>86.0%</b>	<b>82.0%</b>	<b>84.1%</b>	<b>88.1%</b>
<b>Out-Commuters as % of Employees Residing in District</b>	<b>49.1%</b>	<b>41.4%</b>	<b>43.2%</b>	<b>41.9%</b>	<b>38.3%</b>

Sources: Census data and GHK analysis, 2011

- 5.28 It is an aspiration of the District Council to reduce the current levels of out-commuting of local residents. One way this can be achieved is by ensuring that employment growth in the District exceeds the projected growth of the economically active population, thereby increasing job balance and giving local residents greater opportunity to work within the District and thus decreasing the level of out-commuting. This can also be achieved through enabling more home working and encouraging more sustainable travel to work patterns.
- 5.29 It was therefore decided to include the aspiration of increasing the job balance ratio and reducing out-commuting within the ‘policy-on’ scenarios. Based on the benchmarks in

Table 5.3 above, it was decided with the client group that a job balance ratio of 85% would represent an appropriate target compared to the existing local and regional averages. The 'policy-on' scenarios therefore assume that a job balance ratio of 85% will be achieved by 2028 amongst both the current economically active population and the additional economically active associated with the new housing.

- 5.30 The process of converting the economically active population projections into employment growth is presented in Table 5.4 below. It shows that the estimated number of economically active people in Lichfield in 2028 will be 55,475 for 'policy-on' scenario 1 and 59,630 for scenario 2, comprising the current economically active population as well as those associated with the new housing. In order to achieve the target job balance ratio of 85%, employment in Lichfield would therefore need to total approximately 47,150 jobs under 'policy-on' scenario 1 and 50,690 jobs under scenario 2. This represents an increase of 5,394 and 8,926 jobs from the current employment total in Lichfield for each scenario respectively.

**Table 5.4 – Conversion of Economically Active to Employment Growth**

	Policy-On Scenario 1	Policy-On Scenario 2
Implied Increase in Economically Active (2010-2028)	2,975	7,130
Current Economically Active Population (2009)	52,500	52,500
<b>Projected Economically Active Population (2028)</b>	<b>55,475</b>	<b>59,630</b>
Estimated Total Employment in 2028 (Assuming 85% Job Balance)	47,154	50,686
Current Employment (2009)	41,760	41,760
<b>Additional Employment Required to Achieve 85% Job Balance in 2028</b>	<b>5,394</b>	<b>8,926</b>

Sources: ONS, 2010 annual population survey; BRES 2009 data; and GHK analysis, 2011

- 5.31 Whilst these scenarios provide an overall reference point for job growth to 2028, they do not provide any estimate of how the sectoral structure of the economy could be expected to change during this period. The future structure of the economy is likely to be influenced by a number of factors including the expected increase in dwellings and resident population by 2028, policy aspirations and a continuation of past trends. It was therefore recommended that the projected distribution of the target jobs for Lichfield between sectors should be based on the impact of the additional dwellings, policy aspirations for sectoral development, the changing sectoral trends from the period 1998 to 2008 for ABI data and 2008 to 2009 for BRES data as set out in Appendix H, as well as the LEFM projections.

- 5.32 The distribution of employment growth has been carried out in four steps as follows:



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### *1 – An Economic Base Projection of Non Basic Service Employment*

- 5.33 The first step in defining the sectoral distribution of the target jobs directly examines the relationship between housing growth and the demand for so called “non-basic” local service jobs – expected to result in the growth of local service employment in, for example, education, health services, retailing, etc. - with or without any aspirations or policy targets for employment growth in these sectors. Economic Base Analysis has been used to define and measure the size of these sectors and examine the relationship between the sectors and the projected housing growth described above.
- 5.34 The relationship between the growth of new dwellings and local service employment was previously analysed by GHK at a national level, using a cross sectional regression analysis based on 2001 Census and ABI data for every local authority in England. The analysis tested the relationship between the number of dwellings and individual local service sectors defined using 2-digit SIC 2003 data. It examined the relationship between the number of dwellings and the level of employment in 18 potentially non-basic sectors and found a statistically significant relationship in 11 local service sectors where nearly all employment can normally be classified as non-basic. The findings show that the relationship is significant and remarkably consistent across the sample of towns and cities such that an increase of one dwelling is associated with an increase of 0.59 jobs in these 11 sectors in total.
- 5.35 In fact the analysis measures the number of jobs generated by the addition of one dwelling in each individual sector. These sectors are:
- Construction;
  - Retail and repair of motor vehicles;
  - Retail trade;
  - Hotels and restaurants;
  - Real estate activities;
  - Public administration, defence and social security;
  - Education;
  - Health and social work;
  - Activities of membership organisations;

- Recreational, cultural and sporting activities;
- Other service activities.

5.36 These ratios were therefore used to estimate the growth in employment in these sectors resulting from the projected increase in dwellings in Lichfield to 2028 for each scenario. The Economic Base projection, as noted above, focuses only on the non-basic local service sectors identified (no change is predicted by this method in the other 'basic' service and manufacturing sectors) but shows that, if the effect of simply increasing the number of dwellings is as analysed, then total employment in these 11 local service sectors can be expected to rise "automatically" by 0.59 times the number of new dwellings.

5.37 This process was slightly complicated by the fact that the economic base analysis and resulting 'dwelling to job' coefficients were calculated using 2003 SIC codes and needed to be applied to the latest data, which was only available in the revised 2007 SIC codes. For most of the above sectors, there is a close one-to-one correlation between the 2003 and 2007 codes, so the coefficients could be directly applied to the new sectors (i.e. for retail and repair of motor vehicles; retail trade; real estate activities; public administration and defence; education; and, activities of membership organisations).

5.38 However, under the revised 2007 codes, there are now multiple sectors associated with each of the other 2003 SIC codes. In each of these sectors, the 'dwelling to job' coefficients have been used to calculate the total number of jobs associated with the additional housing, before distributing these jobs according to the relative size of each sub-sector using the revised 2007 SIC codes. For example, the coefficient for 'health and social work' has been used to estimate the additional 'health and social work' jobs associated with the additional housing, before distributing these jobs between the 'veterinary', 'human health', 'residential care' and 'social care' sub sectors, according to the relative size of these sub sectors in Lichfield.

## *2 – Projection of Priority Sectors*

5.39 A number of key priority sectors have been identified for Lichfield in consultation with the District Council, which are expected to be targeted by economic development policy in the future. Some of these sectors are expected to perform better than the LEFM projections would suggest, others are expected to reverse declining trends by

2028, while growth of other sectors is likely to be more restricted in the future. In forecasting these key sectors, a range of different treatments were considered: (1) applying an historic trend, (2) applying the appropriate dwellings-to-job ratio, (3) keeping the LEFM projection, or (4) maintaining current (2009) employment levels.

5.40 In total, 24 sectors were identified as priority sectors, including three manufacturing and 21 service sectors. These sectors fall within the broader priority sectors of:

- High-value, professional services (including IT and creative sectors);
- Research and development (including health and medical technologies);
- Tourism (comprising retail, accommodation; sports, leisure and cultural activities);
- Construction and building technologies;
- Logistics;
- Education;
- Social care; and,
- Relatively high-value manufacturing sub sectors where Lichfield has existing strengths for example low carbon technologies (electric vehicles) and digital media.

5.41 For each priority sector, Table 5.5 outlines the relevant LEFM per annum growth rate for Lichfield, the chosen methodology for each priority sector and the equivalent growth rate applied under each of the two 'policy-on' scenarios.

**Table 5.5 – Selection of Appropriate Projections for Priority Sectors**

Sector	Industry (2007 SIC Codes)	Lichfield LEFM	Chosen Methodology	Equivalent Applied Growth per annum	
				Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)
Manufacturing	10 : Manf - food products	-0.5%	Past Trend – ¼ ten year trend	1.3%	1.5%
Manufacturing	11 : Manf - beverages	-0.5%	Past Trend – ¼ ten year trend	1.3%	1.5%
Manufacturing	29 : Manf - motor vehicles, etc.	-0.6%	Past Trend – ½ ten year trend	0.3%	0.4%
Service	41 : Construction of buildings	1.5%	LEFM Projection	1.1%	1.3%
Service	42 : Civil engineering	1.5%	LEFM Projection	1.1%	1.3%

Sector	Industry (2007 SIC Codes)	Lichfield LEFM	Chosen Methodology	Equivalent Applied Growth per annum	
				Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)
Service	43 : Specialised construction	1.5%	LEFM Projection	1.1%	1.3%
Service	47 : Retail trade	-0.7%	Dwellings-to-Job Ratio	0.1%	0.7%
Service	49 : Land transport	0.0%	Past Trend – ¼ ten year trend	1.1%	1.3%
Service	49 : Warehousing & transport support activities	0.0%	Maintain Current Employment	-0.4%	-0.2%
Service	55 : Accommodation	1.4%	LEFM Projection	1.0%	1.2%
Service	56 : Food & beverage services	1.4%	Dwellings-to-Job Ratio	0.0%	0.5%
Service	62 : Computer services	3.7%	LEFM Projection	3.2%	3.4%
Service	64 : Financial services	1.5%	LEFM Projection	1.1%	1.3%
Service	69 : Legal & accounting activities	2.5%	Past Trend – ½ ten year trend	3.0%	3.2%
Service	70 : Head office & management consultancy activities	2.5%	Past Trend – ½ ten year trend	3.0%	3.2%
Service	71 : Architecture & engineering	2.5%	Past Trend – ½ ten year trend	3.0%	3.2%
Service	72 : Scientific research & development	2.5%	LEFM Projection	2.1%	2.3%
Service	85 : Education	0.3%	Dwellings-to-Job Ratio	0.3%	1.0%
Service	86 : Human health activities	0.2%	Dwellings-to-Job Ratio	0.2%	0.9%
Service	87 : Residential care	0.2%	Dwellings-to-Job Ratio	0.2%	0.9%
Service	88 : Social work	0.2%	Dwellings-to-Job Ratio	0.2%	0.9%
Service	90 : Creative, arts & entertainment activities	-0.6%	Past Trend – Full ten year trend	0.7%	0.9%
Service	91 : Libraries, museums & other cultural activities	-0.6%	Past Trend – Full ten year trend	0.7%	0.9%
Service	93 : Sports, amusement & recreation activities	-0.6%	Past Trend – Full ten year trend	0.7%	0.9%

Source: GHK analysis, 2011

### 3 - Projection of Employment in 'Non-Priority' Sectors

5.42 For the projections of all other primary, manufacturing and basic service sectors ('non-priority' sectors), the LEFM projections are considered to provide the best indicator of employment change and have been used to generate projections to 2028.

### 4 – Adjustment to Control Employment Totals

5.43 Lastly, each sector total was adjusted either up or down in proportion to the distribution of projected employment in 2028 in order to control these sectoral

changes proportionately back to the respective jobs target for 2028 under 'policy-on' scenarios 1 and 2. A straight line trend was then assumed in all sectors from 2010 to 2028.

## Results of the Employment Scenario Projections

### SCENARIOS

The 'Baseline' Scenario, using the employment projections produced for Lichfield District by the CE LEFM model and applying these to historic BRES employment data for each sector.

The 'Past Trends' Scenario, which applies an historic ten year trend (from 1998 to 2008) to generate projections to 2028. The projected growth of individual sectors has been restricted to 25% of the full ten year trend for all sectors that have grown or declined by more than +/- 2.5% per annum over the period 1998 to 2008 in order to overcome the issue of unrealistic growth rates. These individual sector totals were then controlled proportionately in order that overall employment in Lichfield is assumed to grow, on average, at the historic rate of 1% per annum.

The Policy-On Scenarios project the employment growth that would be required as a result of the increasing number of dwellings, and therefore an increasing number of people seeking employment, in Lichfield District. Policy-on scenario 1 is based on 4,000 additional dwellings, while scenario 2 assumes the number of dwellings will increase by 8,000 between 2006 and 2026. These scenarios also project employment growth over and above the additional economically active population associated with the additional housing, in order to increase job balance in Lichfield as a whole, relative to other local authorities, and achieve a target job balance ratio of 85%. Increasing the job balance ratio and the availability of local jobs reduces the need for local residents to have to commute out of the District for work and should therefore reduce the rate of out-commuting. The distribution of this additional employment between sectors takes into account the additional demand for specific local services (e.g. health, education) from the new dwellings, as well as the policy aspirations for key sectors.

- 5.44 The four economic scenarios introduced above have been summarised below. It should be noted that each scenario is based on the same historic data (up to and including 2009) and includes projections from 2010 to 2028.
- 5.45 Summaries of the resulting employment forecasts in 2028 under each scenario are presented in Table 5.6 below. Detailed tables for each individual scenario can be found in Appendix K, providing employment totals for a selection of summary years including 2009, 2011, 2013, 2018, 2023 and 2028.

Table 5.6 – Summary of Employment Projections based on Economic Scenarios

	2009 Actual	2028			
		Baseline	Past Trends	Policy-On 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On 2 (8,000 New Dwellings & 85% Job Balance)
01 : Agriculture/hunting, etc.	64	72	77	67	69
02 : Forestry	6	7	12	6	7
03 : Fishing	6	7	6	6	7
08 : Mining & quarrying	38	15	34	14	15
10 : Manf. - food products	595	545	833	765	790
11 : Manf. - beverages	3	3	4	4	4
13 : Manf. - textiles	87	80	102	74	77
14 : Manf. - wearing apparel	1	1	0	1	1
16 : Manf. - wood & wood products	87	82	57	76	79
17 : Manf. - paper & paper products	50	47	48	44	45
18 : Printing & reproduction of recorded media	118	62	95	58	60
20 : Manf. - chemicals & chemical products	298	164	243	153	158
22 : Manf. - rubber & plastic products	424	295	735	274	283
23 : Manf. - other non-metallic mineral products	119	40	56	37	38
24 : Manf. - basic metals	112	84	51	78	81
25 : Manf. - fabricated metal products	854	601	628	558	577
26 : Manf. - computer, electronic & optical products	33	11	11	10	11
27 : Manf. - electrical equipment	35	18	28	16	17
28 : Manf. - other machinery & equipment	929	834	746	774	800
29 : Manf. - motor vehicles, trailers	302	271	392	318	329
30 : Manf. - other transport equipment	153	128	88	118	122
31 : Manf. - furniture	124	129	151	120	124
32 : Manf. - other manufacturing	28	29	34	27	28
33 : Repair & installation of machinery & equipment	113	101	91	94	97
35 : Electricity, gas, steam & air conditioning supply	241	174	311	162	167
36 : Water collection, treatment & supply	53	66	44	62	64
37 : Sewerage	9	8	13	7	8
38 : Waste collection, treatment & disposal	201	178	295	165	171
41 : Construction of buildings	664	882	970	819	847
42 : Civil engineering	303	403	442	374	386
43 : Specialised construction activities	1,924	2,557	2,809	2,374	2,454
45 : Wholesale, retail & repair of motor vehicles	870	823	609	882	988
46 : Wholesale trade	2,305	2,181	2,691	2,026	2,093
47 : Retail trade	4,833	4,229	5,689	4,901	5,490
49 : Land transport	699	696	944	867	896
50 : Water transport	1	1	1	1	1
51 : Air transport	0	0	0	0	0
52 : Warehousing & transportation support activities	878	874	1,897	815	843
53 : Postal & courier activities	417	395	450	367	379
55 : Accommodation	173	227	178	211	218
56 : Food & beverage services	2,968	3,890	3,062	2,953	3,255
58 : Publishing	83	44	67	41	42
59 : Film, video and TV production & music publishing	34	30	42	28	29
60 : Programming & broadcasting activities	1	1	1	1	1
61 : Telecommunications	297	282	321	262	270
62 : Computer & related activities	885	1,749	1,191	1,625	1,679
63 : Information service activities	289	571	389	531	548
64 : Financial services	501	666	599	618	639
65 : Insurance & pension funding	34	34	51	32	33
66 : Auxiliary financial services	348	462	236	430	444
68 : Real estate activities	577	918	802	592	669
69 : Legal & accounting activities	388	617	541	682	704
70 : Head office & management consultancy activities	929	1,478	1,295	1,632	1,686
71 : Architecture & engineering	866	1,378	1,207	1,521	1,572
72 : Scientific research & development	139	221	215	205	212
73 : Advertising & market research	52	83	72	77	79
74 : Other professional, scientific & technical activities	276	439	385	408	421
75 : Veterinary activities	130	136	134	135	153
77 : Rental & leasing activities	755	1,316	1,474	1,222	1,263
78 : Employment activities	696	1,213	970	1,127	1,164
79 : Travel agencies & tour operators	128	223	277	207	214
80 : Security & investigation activities	221	385	308	358	370
81 : Building & landscape services	1,382	2,409	1,927	2,237	2,312
82 : Office administrative & other business support	482	840	672	780	806
84 : Public administration & defence	1,394	1,384	1,595	1,521	1,806
85 : Education	3,210	3,408	3,713	3,367	3,879
86 : Human health activities	2,102	2,203	2,164	2,175	2,478
87 : Residential care activities	875	917	901	905	1,031
88 : Social work activities without accommodation	1,099	1,152	1,132	1,137	1,295
90 : Creative, arts & entertainment activities	64	57	79	73	75
91 : Libraries, archives, museums & other cultural activities	87	77	108	99	102
92 : Gambling & betting activities	84	74	104	86	97
93 : Sports activities & amusement & recreation activities	951	842	1,179	1,083	1,119
94 : Activities of membership organisations	461	408	665	473	535
95 : Repair of computers & personal/household goods	41	36	54	40	44
96 : Other personal service activities	781	691	1,022	768	837
<b>Total</b>	<b>41,760</b>	<b>47,954</b>	<b>50,819</b>	<b>47,154</b>	<b>50,686</b>

Source: Reference-case projections supplied by Cambridge Econometrics, and GHK analysis, 2011

5.46 The four scenarios provide a moderate range of projections for employment growth in Lichfield to 2028, ranging from around 47,150 jobs in 2028, at a growth rate of 0.6% per



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annum under the 'policy-on' scenario 1, to around 50,800 jobs in 2028 at a growth rate of 1% per annum under the past trends scenario. Interestingly, the employment totals projected under the baseline scenario and 'policy-on' scenario 1 are similar, while the totals projected under the 'policy-on' scenario 2 and the past trends scenario are also very similar.

- 5.47 The baseline scenario suggests that total employment in Lichfield will continue to fall in the short term, reaching a low point of approximately 40,000 jobs in 2010/11, and is not expected to return to current (2009) levels until 2015. However, employment growth is then expected to accelerate throughout the remainder of the forecast period to 2028, reaching growth rates of around 1.5% per annum, such that total employment in Lichfield is estimated to total almost 48,000 jobs by 2028. This represents an increase of 6,200 jobs over the current (2009) total. The baseline scenario projects the largest employment declines in manufacturing with one in five manufacturing jobs in Lichfield expected to be lost between 2009 and 2028. The baseline scenario also suggests that the retail sector will suffer more significant job losses and over a longer period than most other sectors, with employment continuing to fall until 2015. However, the baseline scenario also projects relatively strong employment growth in computing, professional and business services and hotels and restaurants.
- 5.48 If overall employment in the District was to continue increasing at the ten year trend rate of 1% per annum (based on past performance between 1998 and 2008), then employment in 2028 would have increased by 9,060 to around 50,800 jobs. The past trends scenario shows the strong recent growth of some of the manufacturing sectors including food and drink, rubber and plastic products, and motor vehicles, but also large employment declines in other manufacturing sectors such as basic metals and wood and wood products. Interestingly, the past trends scenario projects very little change in total manufacturing employment to 2028, compared to projected declines of more than 1% per annum for each of the other scenarios. The past trends scenario also projects strong growth across many of the service sectors including construction, logistics and professional and business services.
- 5.49 The 'policy-on' scenarios project 5,400 and 8,900 additional jobs, increasing total employment in Lichfield to 47,150 and 50,700 jobs for scenarios 1 and 2 respectively. The difference between the two scenarios in terms of total employment is due to the

number of additional houses expected to be developed under each scenario with 'policy-on' scenario 1 based upon 4,000 new houses, while scenario 2 assumes 8,000 new houses in Lichfield between 2006 and 2026. The 'policy-on' scenarios both project strong employment growth in computing, professional and business services and construction, and positive growth in retail and food, drink and motor vehicle manufacturing sectors.

### Step 3: Employment and Land Categorisation

#### *Create Appropriate Sector Groupings*

- 5.50 The next step was to identify appropriate sector groupings for Lichfield, which reflect the local structure and spatial distribution of employment and different land use types. This requires the selection and aggregation of the 41 CE sectors and 88 BRES sectors (based on 2 digit SIC2007 sector codes) to develop a shortlist of around 25 sector groupings, based on an analysis of sector size, growth and local concentrations / competitive advantages. It is important that there is a sufficient number of sector groups to provide an accurate representation of the local economy but should not be too disaggregated, particularly given the low levels of employment in some of the 2 digit SIC sectors at a district level.
- 5.51 In general there are some clear groupings of manufacturing activities, such as Motor Vehicles and Other Transport Equipment, whilst the growing service sectors should remain sufficiently disaggregated to reflect the different land use types associated with them.
- 5.52 Some 27 groups - 8 manufacturing groups and 19 service groups - were adopted for forecasting purposes. The groupings are set out below in Table 5.7, together with the corresponding CE industrial sectors and the 2-digit SIC categories for each (in terms of both the 2003 and 2007 SIC codes). It should be noted that not all CE sectors and 2-digit SIC categories are included – primary agricultural and extractive industries are for example excluded since they do not directly give rise to demand for employment land. Furthermore, employment in some sectors in Lichfield is very low or non-existent and the manufacture of tobacco, leather products, coke and refined petroleum products, and pharmaceuticals sectors and the remediation and water and air transport sectors have therefore also been excluded. In addition, employment in the

following SIC categories was moderated to the following percentages of employment, which were assumed to give rise to demand for employment land:

- Utilities (Electricity, gas and water): 30% of employment is assumed to be in headquarters and other office premises.
- Construction: 33.3% of employment is assumed to be located in fixed employment premises.
- Building and landscape services: 30% of employment is assumed to be located in fixed employment premises.
- Education: 10% of employment is assumed to be in non-educational, mainly office premises.
- Health and social work: 20% of employment is assumed to be in headquarters and other office premises.

Table 5.7 – Selected Sector Groups and Corresponding CE and SIC Sectors

	Sector Groupings	CE Definition	SIC 2003	SIC 2007
<b>M1</b>	Food & Beverages	5 Food, Drink & Tobacco	15	10, 11
<b>M2</b>	Wood & Paper Materials/Products	7 Wood & Paper 21 Manufacturing nes (Part of)	20, 21, 36 (Part of)	16, 17, 31
<b>M3</b>	Chemical, Plastic & Non-Metallic Materials/Products	11 Chemicals nes 12 Rubber & Plastics 13 Non-Metallic Mineral Products	24, 25, 26	20, 22, 23
<b>M4</b>	Metals & Metal Products	14 Basic Metals 15 Metal Goods	27, 28	24, 25
<b>M5</b>	Electronics & Electrical Equipment	17 Electronics 18 Electrical Engineering & Instruments	30, 32 31, 33	26, 27
<b>M6</b>	Mechanical Engineering	16 Mechanical Engineering	29	28, 33
<b>M7</b>	Motor Vehicles & Other Transport Equipment	19 Motor Vehicles 20 Other Transport Equipment	34, 35	29, 30
<b>M8</b>	Manufacturing nes	6 Textiles, Clothing & Leather 21 Manufacturing nes (Part of)	17, 18, 36	13, 14, 32
<b>S1</b>	Utilities	21 Manufacturing nes (Part of) 22 Electricity 23 Gas Supply 24 Water Supply 41 Other Services (Part of)	37, 40, 41, 90	35, 36, 37, 38
<b>S2</b>	Construction	25 Construction	45	41, 42, 43
<b>S3</b>	Wholesale Distribution	26 Distribution (Part of)	51	46
<b>S4</b>	Wholesale, Retail & Repair of Motor Vehicles	26 Distribution (Part of)	50	45
<b>S5</b>	Retailing	27 Retailing	52	47
<b>S6</b>	Land Transport	29 Land Transport etc	60, 63	49, 52
<b>S7</b>	Post & Telecommunications	32 Communications	64	53, 61
<b>S8</b>	Accommodation & Food Service	28 Hotels & Catering	55	55, 56
<b>S9</b>	Printing, Publishing & Media	8 Printing & Publishing 41 Other Services (Part of)	22, 92 (Part of)	18, 58, 59, 60
<b>S10</b>	Insurance, Banking & Finance	33 Banking & Finance 34 Insurance	65, 66, 67	64, 65, 66
<b>S11</b>	Computer & Information Services	35 Computing Services	72	62, 63
<b>S12</b>	Professional Services	36 Professional Services (Part of)	70, 73, 74 (Part of)	68, 69, 70, 71, 72, 73, 74
<b>S13</b>	Building & Landscape Services	1 Agriculture etc (Part of) 37 Other Business Services (Part of)	01 (Part of) 74 (Part of)	81
<b>S14</b>	Other Business Services	36 Professional Services (Part of) 37 Other Business Services (Part of)	71, 74 (Part of)	77, 78, 79, 80, 82
<b>S15</b>	Public Administration & Defence	38 Public Administration & Defence	75	84
<b>S16</b>	Education	39 Education	80	85
<b>S17</b>	Health & Social Care	40 Health & Social Work	85	75, 86, 87, 88
<b>S18</b>	Recreational, Cultural & Sporting Activities	41 Other Services (Part of)	91, 92 (Part of)	90, 91, 92, 93, 94
<b>S19</b>	Other Services	41 Other Services (Part of)	93	95, 96

Source: Cambridge Econometrics and GHK analysis, 2011

5.53 Table 5.8 provides the total and sector breakdown of employment for these 27 sector groups under each scenario. It should be noted that the employment figures presented in Table 5.8 have not been moderated. For each of these 27 individual sectors (M1-M8 and S1-S19) retained in the analysis, either 100% or the moderated percentage of employment set out in paragraph 5.52 is then used to calculate the employment land demand projections in our conversion model.

**Table 5.8 – Employment in Selected Sector Groups**

	2009 Actual	2028			
		Baseline	Past Trends	Policy-On 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On 2 (8,000 New Dwellings & 85% Job Balance)
M1 Food & Beverages	598	547	837	769	794
M2 Wood & Paper Materials/Products	261	259	256	240	248
M3 Chemical, Plastic & Non-Metallic Materials/Products	841	499	1,034	463	479
M4 Metals & Metal Products	966	685	679	636	657
M5 Electronics & Electrical Equipment	68	29	39	26	27
M6 Mechanical Engineering	1,042	935	837	869	898
M7 Motor Vehicles & Other Transport	455	398	481	437	451
M8 Manufacturing nes	116	110	136	102	105
S1 Utilities	504	426	663	396	409
S2 Construction	2,891	3,842	4,221	3,568	3,687
S3 Wholesale Distribution	2,305	2,181	2,691	2,026	2,093
S4 Wholesale, Retail and Repair of Motor Vehicles	870	823	609	882	988
S5 Retailing	4,833	4,229	5,689	4,901	5,490
S6 Land Transport	1,577	1,569	2,841	1,682	1,738
S7 Post & Telecommunications	714	677	771	629	650
S8 Accommodation & Food Service	3,141	4,117	3,241	3,164	3,472
S9 Printing, Publishing & Media	236	137	205	127	131
S10 Insurance, Banking & Finance	883	1,162	886	1,079	1,115
S11 Computer & Information Services	1,174	2,321	1,580	2,155	2,227
S12 Professional Services	3,227	5,134	4,517	5,116	5,344
S13 Building & Landscape Services	1,382	2,409	1,927	2,237	2,312
S14 Other Business Services	2,282	3,977	3,701	3,694	3,817
S15 Public Administration & Defence	1,394	1,384	1,595	1,521	1,806
S16 Education	3,210	3,408	3,713	3,367	3,879
S17 Health & Social Care	4,206	4,409	4,331	4,352	4,958
S18 Recreational, Cultural & Sporting Activities	1,647	1,458	2,135	1,813	1,928
S19 Other Services	822	728	1,076	808	881
<b>Total Selected Sectors</b>	<b>41,645</b>	<b>47,851</b>	<b>50,688</b>	<b>47,059</b>	<b>50,588</b>

Source: GHK analysis, 2011

#### *Match to Land Use Class Categories*

5.54 This step goes on to allocate all or divide parts of these employment sector groups between the standard land use categories. These were allocated on the basis of professional judgement and experience of the consultants' team, but have remained disaggregated as far as possible in order to narrow the range of the judgement to be made for any individual employment group or land use category. Thus the full breakdown of land use classes (e.g. A1, A2a,b,c etc., A3, B1a,b,c etc., B2, B8, C1) is used together with the 27 sector groups. Where an employment group is allocated to more than one land use class, the percentage of employment assumed to be in each land use class has been identified. Wherever possible this has been determined

using more detailed BRES data for 2009 at up to the 5-digit SIC subclasses to determine the proportions of employees in each relevant sub-sector, for example to reflect the split between employment in accommodation and employment in food and beverage service sectors for the study area.

- 5.55 Appendix L shows how the 27 sectors and the proportion of employment in each sector are allocated to the different land use categories. All further aggregations of employment, floorspace and employment land use categories are based on this disaggregation.

#### **Step 4: Employment Densities and Floorspace Requirements**

- 5.56 Employment densities are a key link between employment change and land use, and need to be applied in the model to convert the employment forecasts to floorspace requirements. The employment densities in the model have been amended and updated for this study to ensure consistency with the 2010 Employment Densities Guide (2nd Edition), developed by Drivers Jonas Deloitte. The Drivers Jonas densities cited are the most up to date and the most disaggregated and therefore adaptable for use in the disaggregated model form adopted for this study.
- 5.57 Some of the employment densities are provided in terms of net internal area (NIA) and these have been converted to gross internal area (GIA) using conversion factors based upon the guidance in the 2010 Employment Densities Guide and the consultant's previous experience. For A1, A2, A3, B1a and C1 use classes, the NIA is assumed to equate to 80% of the GIA, while an equivalent figure of 90% has been assumed for the B1b and B1c use classes. These employment density assumptions are summarised in Table 5.9 below.
- 5.58 It should also be noted that the GIA floorspaces per worker have then been converted to gross external rates by increasing all business and industrial classes (B1 and B2) by +3.5% and increasing all shops, financial and professional services, hotels and catering premises (A1, A2, A3 and C1) by +10%, whilst the densities for storage and distribution (B8) have remained unchanged.

**Table 5.9 – Employment Densities Adopted for Lichfield Sectors**

Activity	Sector Group	Land Use Category	Net Internal Density (sq. m / worker)	Gross Internal Density (sq. m / worker)
<b>Manufacturing</b>	General & Specialist Manufacturing: M1, M2, M3, M4, M6, M8, S9	B2		36
	Electronics & Electrical Equipment: M5	B1c	47	52
	Transport Equipment: M7	B2		36
<b>Logistics &amp; Distribution</b>	Land Transport: S6	B8		80
	Wholesale Distribution / Transport & Communications: S3, S6, S7	B8		70
<b>Automotive</b>	Wholesale, Retail and Repair of Motor Vehicles: S4	B2		36
<b>Offices</b>	Various: S1, S2, S5, S9, S10, S11, S12, S13, S14, S15, S16, S17	B1a	12	15
	Professional Services: S12	B1b	47	52
<b>Retail</b>	Retail Shops / Computer Services: S5, S11	A1	19	24
	Insurance, Banking & Finance: S10	A2a	16	20
	Retailing / Computing / Professional Services: S5, S11, S12	A2a/b	16	20
	Recreational, Cultural, Sporting & Other Services: S18, S19	A2c	16	20
	Accommodation & Food Service: S8	A3 / C1	18	23

*Source: Drivers Jonas Deloitte, Employment Densities Guide (2<sup>nd</sup> Edition) 2010, produced for the Homes and Communities Agency, and GHK analysis, 2011*

- 5.59 The density assumptions used in the model are based on current worker/floorspace densities. There are factors impacting on future employment densities which may move towards lower overall densities or less reliance upon traditional forms of employment floorspace to meet economic needs. This study has not made adjustments for such changes because we believe it is better to use consistent and well understood national estimates for long term forecasting, whilst recognising that these should be monitored.
- 5.60 These employment densities have been applied in each sector and land use category using the consultant's transformation model and the resulting estimates of floorspace requirements for 2028 are summarised in Appendix M.

**Table 5.10 – Lichfield Floorspace Requirements by Land Use Class (sqm): Total Requirement 2028 and Change in Requirement 2009 – 2028, by Scenario**

	2009	Lichfield – Total Floorspace Requirement 2028			
		Baseline	Past Trends	Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)
A1	45,150	42,886	53,667	48,304	53,626
A2	153,688	182,611	197,373	194,348	206,930
A3	73,853	96,790	76,195	74,383	81,641
B1a	157,005	210,634	207,716	207,318	222,439
B1b	8,721	13,873	12,208	13,826	14,443
B1c	3,675	1,540	2,087	1,431	1,478
B2	199,326	162,921	187,867	167,879	176,341
B8	328,817	316,995	453,958	311,138	321,520
C1	3,887	5,094	4,010	3,915	4,297
<b>Total</b>	<b>974,123</b>	<b>1,033,344</b>	<b>1,195,082</b>	<b>1,022,541</b>	<b>1,082,715</b>
	Lichfield – Absolute Change in Floorspace Requirement 2009- 2028				
		Baseline	Past Trends	Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)	Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)
A1		- 2,265	8,517	3,154	8,476
A2		28,923	43,684	40,660	53,241
A3		22,937	2,343	530	7,788
B1a		53,628	50,711	50,313	65,434
B1b		5,152	3,487	5,105	5,722
B1c		- 2,135	- 1,589	- 2,245	- 2,197
B2		- 36,405	- 11,459	- 31,447	- 22,985
B8		- 11,821	125,142	- 17,679	- 7,297
C1		1,207	123	28	410
<b>Total</b>		<b>59,222</b>	<b>220,959</b>	<b>48,419</b>	<b>108,592</b>

Source: GHK analysis, 2011

5.61 Table 5.10 summarises the floorspace requirements for each scenario in 2028 and the change between 2009 and 2028. As with the employment projections, the 'policy-on' scenario 1 and the baseline scenario forecast the smallest changes in overall floorspace requirements of approximately 48,000 and 59,000 additional square metres respectively. The 'policy-on' scenario 2 projects around 109,000 additional square metres of floorspace, while the past trends scenario forecasts by far the largest increase in demand for floorspace at 221,000 square metres – more than twice that of the next largest scenario. This is because the past trend scenario projects employment growth in distribution and warehousing (B8) sectors and a smaller decline in manufacturing (B2), thereby producing a more positive outlook for employment and floorspace in the more 'land-intensive' sectors.



- 5.62 The scenarios all concur that the largest increases in demand will be for office (B1a) floorspace, while demand for financial and professional services (A2), food and drink (A3), research and development (B1b) and hotel (C1) floorspace will also increase over the period to 2028. The scenarios also agree that demand for manufacturing (B2) and light industrial (B1c) floorspace will decline over the period.
- 5.63 The baseline scenario is the only scenario to forecast a decline in requirements for A1 retail floorspace as a result of the significant projected decline in retail employment between 2009 and 2015. The baseline scenario also projects the most significant decline in demand for manufacturing (B2) floorspace and a large decrease in distribution and warehousing (B8) floorspace requirements. However, this is offset by significant growth in office (B1a), financial and professional services (A2) and food and drink (A3) floorspace.
- 5.64 The two 'policy-on' scenarios project increasing demand for floorspace for all land use classes, except for manufacturing (B2), distribution and warehousing (B8) and light industrial (B1c) floorspace. Both scenarios suggest that increasing demand for office (B1a) and financial and professional services (A2) will continue to drive the growth in floorspace requirements in Lichfield to 2028.

## Step 5: Forecasting Land Requirements

- 5.65 This section details how we have converted the estimates of floorspace required in Table 5.10 above into estimates of land.

### Churn / Leakage

#### *Churn*

- 5.66 Employment driven floorspace demand is likely to be the significant driver of the demand for additional floorspace in a local economy. However, it is also true that an element of demand will arise from companies moving, either due to obsolescence of their existing property, the desire for a lower or higher cost location, or simply for strategic reasons. Furthermore, the regeneration process will give rise to business relocations which creates further demand for employment land. This form of demand is called 'churn' and it represents a general level of turnover in property requirements. Churn can have a significant effect on the amount of employment land and

floorspace that is required in order to meet the predicted demand. The basis of calculating Churn is to look at the existing amount of stock in the district. We have taken the most up to date information available from the Office of National Statistics, which is currently from 2008. This data is shown in Table 5.11 below.

**Table 5.11 - Baseline Amount of Floorspace in Lichfield (2008)**

Bulk Class	Land Use Designation	Floorspace (m2)
Offices	B1	84,000
Factories	B2	485,000
Warehouses	B8	517,000
<b>Total</b>		<b>1,086,000</b>

*Source: Office of National Statistics, 2011*

5.67 Estimating churn and its relationship to employment driven demand is not straightforward. Both employment churn and property churn factors are drivers of demand for business floorspace. For example, premises that are vacated by declining sectors can, subject to planning and suitability, be occupied by expanding sectors. GVA has used knowledge from previous studies (Nuneaton and Bedworth, Warwick, Redditch, Worcestershire and the Black Country) to devise a set of assumptions regarding the level of churn for different land use classes. These assumptions are in line with other studies and are set out in Table 5.12 below. Churn figures are then applied to the stock figures in Table 5.11 above.

**Table 5.12 – Churn Factors**

Land Use Class	Churn Factor
B1a/B1b	1% per year
B1c/B2	1% per year
B8	1% per year

*GVA analysis, 2011*

5.68 In arriving at the churn figures detailed in Table 5.12 above we have taken into account a number of significant factors. We have reviewed inward investment queries and take up data to gain an understanding of where companies are moving to and the types of employment land that are being completed recently.

- 5.69 As can be seen in Table 5.13 below the effect of churn in creating additional demand to be added to that coming from the model is approximately 50ha over 20 years.

**Table 5.13 – Overall Effects of Churn**

	Bulk Class	Land Use Designation	Floorspace (m <sup>2</sup> )	Churn (floorspace (m <sup>2</sup> / year))	Churn (land (ha / year))	Churn (land (ha)) 11 Year Summary (to 2016)	Churn (land (ha)) 21 Year Summary (to 2026)
Lichfield	Offices	B1	84,000	840	0.26	2.58	5.17
	Factories	B2	485,000	4,850	1.39	13.86	27.71
	Warehouses	B8	517,000	5,170	1.29	12.93	25.85
	<b>Total</b>		<b>1,086,000</b>	<b>10,860</b>	<b>2.94</b>	<b>29.37</b>	<b>58.73</b>

Source: ONS, 2011 and GVA analysis, 2011

### Leakage

- 5.70 We have also considered the effect of leakage from employment areas to other employment locations such as town centres and other places not classified as employment land. This includes in local centres, above shops, people's spare rooms and garages. Leakage has a more noticeable effect on the demand for office space, simply because offices can be located in a wider range of locations, not just recognised employment areas.
- 5.71 In terms of offices, we have assumed that 55% of office jobs are likely to locate on employment sites and that the remaining 45% are likely to locate elsewhere within Lichfield. Of the 45%, we have assumed that the majority of this (between 77% and 95% - dependent on scenario) will be located within Lichfield town centre with the remainder located in Burntwood town centre and other areas not recognised as employment land. In coming to this view we have been guided by Core Policy 8 of the Lichfield Core Strategy: Shaping Our District, which highlights that around 30,000sq m of new office development will be built in Lichfield town centre over the Plan period and a further 5,000 sq m will be built in Burntwood. This amounts to around 93% of the total office floorspace demand that is accounted for through leakage under Policy On Scenario 1 (4,000 homes), and around 77% of office floorspace under Policy On Scenario 2 (8,000 homes), and demonstrates the step change in approach required to direct the majority of office development to the town centre.

- 5.72 For industrial and distribution type premises, the amount of leakage is much lower and the situation slightly less complex. Industrial and distribution developments have a much stronger reliance on allocated employment land, and therefore, in line with assumptions we have used in previous studies, we have assumed that for industrial demand, a general leakage figure of 10% will apply.
- 5.73 This is reflective of the fact that it is unlikely that any new development in the B2 / B8 use classes would be on non-employment land and is more likely to be on designated employment sites and takes account of the fact that some B8 storage uses can be accommodated in existing redundant buildings that were formerly used as factories.
- 5.74 Furthermore, taking into account the large amount of greenbelt land around Lichfield we would expect very few new B2 / B8 developments to be on land that is not designated employment land. Notwithstanding this we have made an allowance for instances of leakage to non-employment designations, an example of which would be the re-use / intensification of existing employment areas. The leakage figure of 10% therefore implies that 90% of all demand for industrial type premises will be located in employment areas, and the rest will be absorbed by other locations.

### Plot Ratios

- 5.75 The amount of floorspace that is built per net hectare is an important factor to consider when predicting employment land requirements. We have analysed recent employment developments within the District and used experience from other Employment Land Review projects that we have undertaken, to ascertain the average amount of floorspace being built per hectare. This enables floorspace requirements (sq.m) to be converted into estimates of employment land (ha).
- 5.76 Table 5.14 below summarises the average plot ratios we have used for this study. These are in line with the guidance on plot ratios as set out in Box D.7 of the ELR guidance.

**Table 5.14 – Plot Ratio Assumptions**

Land Use Class	Average Plot Ratio (sq.m per ha)
B1a / B1b	3,250
B1c / B2	3,500
B8	4,000

*Source: GVA analysis, 2011*

## Completions of Employment Land

- 5.77 The demand forecasts we have prepared run from 2009 – 2028. Paragraph 2.19 identifies that there was no new employment land developed in the 12 months from April 2009 to April 2010, but that 0.55ha of employment land was completed in 2010/11.

## Net to Gross Ratios

- 5.78 We have applied a net to gross ratio of 10% to account for miscellaneous land uses (such as landscaping, car parking and major infrastructure) that cannot be used for development of employment premises, but are essential within any site. This factor is based on past experience in the locality and a review of recent employment developments.
- 5.79 The next section outlines the forecasts of employment land demand within Lichfield, based on the employment projections and assumptions detailed in this section.

## 6. Forecasts of Future Employment Land Demand

6.1 This section details the demand forecasts based on the scenarios and assumptions detailed in Section 5. We have presented demand forecasts for each scenario, in terms of floorspace (sqm) and land (ha) requirements. More detailed tables can be found at Appendix N.

### Baseline Scenario

6.2 The total floorspace and land requirements under the Baseline Scenario are shown in Table 6.1 below. They show a requirement of around 14ha B1a/b, 33ha B1c/B2 and 30ha B8, giving an overall requirement of around 76.8ha to 2028. This takes into account the impact of churn leakage, completions and relocations. More detailed tables can be found at Appendix N.

**Table 6.1 – Baseline Scenario – Floorspace and Land Requirements: 2009 to 2028**

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0	3,384	6,893	17,458	27,292	41,107
B1c / B2	0	29,958	38,688	60,513	82,338	104,163
B8	0	30,534	39,840	63,105	86,370	109,635
<b>Total</b>	0	63,875	85,420	141,075	195,999	254,904

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0.00	1.15	2.33	5.91	9.24	13.91
B1c / B2	0.00	9.42	12.16	19.02	25.88	32.74
B8	0.00	8.40	10.96	17.35	23.75	30.15
<b>Total</b>	0.00	18.96	25.45	42.28	58.87	76.80

Source: GVA analysis, 2011

### Policy On Scenario 1 (based on 4,000 new homes)

6.3 The total floorspace and land requirements under Policy On Scenario 1, based on 4,000 new homes are shown in Table 6.2 below. They show a requirement of around 14ha B1a/b, 33ha B1c/B2 and 30ha B8, giving an overall requirement of around

76.2ha to 2028. This takes into account the impact of churn leakage, completions and relocations. More detailed tables can be found at Appendix N.

**Table 6.2 – Policy On Scenario (4,000 new homes) – Floorspace and Land Requirements: 2009 to 2028**

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0	3,491	7,113	16,794	27,462	39,258
B1c / B2	0	29,958	38,688	60,513	82,338	104,163
B8	0	30,534	39,840	63,105	86,370	109,635
<b>Total</b>	<b>0</b>	<b>63,982</b>	<b>85,640</b>	<b>140,411</b>	<b>196,169</b>	<b>253,055</b>

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0.00	1.18	2.41	5.68	9.29	13.29
B1c / B2	0.00	9.42	12.16	19.02	25.88	32.74
B8	0.00	8.40	10.96	17.35	23.75	30.15
<b>Total</b>	<b>0.00</b>	<b>18.99</b>	<b>25.52</b>	<b>42.06</b>	<b>58.92</b>	<b>76.17</b>

Source: GVA analysis, 2011

### Policy On Scenario 2 (based on 8,000 new homes)

6.4 The total floorspace and land requirements under Policy On Scenario 2 (based on 8,000 new homes) are shown in Table 6.3 below. They show a requirement of around 16ha B1a/b, 33ha B1c/B2 and 30ha B8, giving an overall requirement of around 79.1ha to 2028. This takes into account the impact of churn leakage, completions and relocations. More detailed tables can be found at Appendix N.

**Table 6.3 – Policy On Scenario (8,000 new homes) – Floorspace and Land Requirements: 2009 to 2028**

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0	4,242	8,648	20,441	33,471	47,914
B1c / B2	0	29,958	38,688	60,513	82,338	104,163
B8	0	30,534	39,840	63,105	86,370	109,635
<b>Total</b>	<b>0</b>	<b>64,733</b>	<b>87,175</b>	<b>144,058</b>	<b>202,178</b>	<b>261,711</b>

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0.00	1.44	2.93	6.92	11.33	16.22
B1c / B2	0.00	9.42	12.16	19.02	25.88	32.74
B8	0.00	8.40	10.96	17.35	23.75	30.15
<b>Total</b>	<b>0.00</b>	<b>19.25</b>	<b>26.04</b>	<b>43.29</b>	<b>60.96</b>	<b>79.10</b>

Source: GVA analysis, 2011

## Past Trends Scenario

6.5 The total floorspace and land requirements under the Past Trends Scenario are shown in Table 6.4 below. They show a requirement of around 13ha B1a/b, 33ha B1c/B2 and 61ha B8, giving an overall requirement of around 106.9ha to 2028. This takes into account the impact of churn leakage, completions and relocations. More detailed tables can be found at Appendix N.

**Table 6.4 – Past Trends Scenario – Floorspace and Land Requirements: 2009 to 2028**

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0	3,527	7,166	16,783	27,221	38,587
B1c / B2	0	29,958	38,688	60,513	82,338	104,163
B8	0	39,760	58,804	108,901	163,112	222,262
<b>Total</b>	<b>0</b>	<b>73,245</b>	<b>104,657</b>	<b>186,196</b>	<b>272,670</b>	<b>365,012</b>

Use Class	2009	2011	2013	2018	2023	2028
B1a / B1b	0.00	1.19	2.43	5.68	9.21	13.06
B1c / B2	0.00	9.42	12.16	19.02	25.88	32.74
B8	0.00	10.93	16.17	29.95	44.86	61.12
<b>Total</b>	<b>0.00</b>	<b>21.54</b>	<b>30.76</b>	<b>54.65</b>	<b>79.95</b>	<b>106.92</b>

Source: GVA analysis, 2011



## Summary

- 6.6 This section has shown that there is predicted to be a requirement for employment land of between 77 - 107ha of employment land within Lichfield to 2028, as shown in Table 6.5 below.

**Table 6.5 – Summary of Employment Land Requirements: 2009 – 2028**

Scenario	Employment Land Demand 2009 to 2028 (ha)			
	B1a / B1b	B1c / B2	B8	Total
Baseline	13.91	32.74	30.15	76.80
Policy On SC1 (4,000 New Dwellings)	13.29	32.74	30.15	76.17
Policy On SC2 (8,000 New Dwellings)	16.22	32.74	30.15	79.10
Past Trends	13.06	32.74	61.12	106.92

Source: GVA analysis, 2011

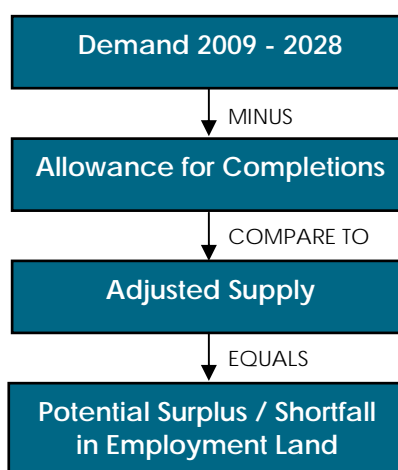
- 6.7 Table 6.5 above shows that if Lichfield were to continue growing at the baseline level over the period to 2028, the overall requirement for employment land would be around 76.8ha. If the Policy On Scenario, based on 8,000 new homes were chosen as the preferred scenario, there would be a requirement of around 79ha of employment land, with around 16.2ha (20%) being for offices, 32.7ha (42%) for manufacturing and 30.2ha (38%) for distribution.
- 6.8 The Past Trends scenario identifies much higher levels of growth, with around 107ha required, which is 35% more than the Policy On Scenario based on 8,000 new homes, with 61ha of this being for warehouses. This reflects the high level of development in the B8 sector in the last 10 years. The figures for manufacturing are consistent across all of the scenarios because these sectors have been predicted to have negative growth in terms of employment. Therefore, the only demand for these types of premises will come from churn.
- 6.9 The next section of this report compares the anticipated demand for employment land against the identified supply.

## 7. Comparison of Employment Land Demand and Supply

### Introduction

- 7.1 This chapter reviews the demand forecasts presented in Section 6 and compares these against the supply of employment land, which is detailed in Section 4.
- 7.2 We have adhered to the guidance produced by ODPM in preparing employment land studies in this work. In order to compare demand and potential supply of employment land we have adopted the methodology set out below.

**Figure 7.1 – Gap Analysis Approach**



*Source: GVA, 2011*

- 7.3 Each of these elements is discussed briefly below:

**Demand 2009 – 2028.** This reflects the demand forecasts developed in Section 5 and summarised at Table 6.5. These reflect a range of alternative outcomes and include both predictions of employment demand based on economic modelling and extrapolation of past trends in terms of employment change:

**Allowance for Completions.** As there have been no completions of employment land between 2009 to 2010, we have not made any adjustment at present to take account of completions;

**Adjusted Supply.** This reflects our analysis of capacity in Section 4 and summarised at paragraph 4.68. This is termed adjusted supply since we have removed a number of sites either due to them being longstanding sites or identified for non B uses; and

**Potential Shortfall / Surplus in Employment.** The outcome of this analysis is presented in terms of the significant use classes Offices (B1/a/b), Factories (B1/c/B2) and Warehouses (B8). A surplus indicates that there is sufficient supply already identified to meet predicted needs, a shortfall identifies that additional employment land will need to be identified to meet future needs.

## Demand v Supply

- 7.4 Table 7.1 overleaf compares the predicted demand for employment land with the identified committed and total supply, which includes the Future Sites. A comparison of the demand for floorspace is shown at Appendix M.
- 7.5 The first and second sections of Table 7.1 identify the demand for, and supply of, employment land within the District to 2028. Referring to the third section of Table 7.1 overleaf, when comparing the demand for employment space with the committed supply, there is sufficient land to accommodate demand under the Baseline and both Policy On Scenarios 1 and 2. Under the Past Trends scenarios there is an overall deficit of committed employment land of circa 13ha.

Table 7.1 – Comparison of Employment Land Demand and Supply within Lichfield: 2009 – 2028

Demand	Scenario	Offices	Factories	Warehouses	Total
	Baseline	13.91	32.74	30.15	<b>76.80</b>
	Policy On SC1 (4,000 New Dwellings)	13.29	32.74	30.15	<b>76.17</b>
	Policy On SC2 (8,000 New Dwellings)	16.22	32.74	30.15	<b>79.10</b>
	Past Trends	13.06	32.74	61.12	<b>106.92</b>

Supply	Committed Supply	12.45	26.15	54.90	<b>93.50</b>
	Total Supply (incl Future Sites)	68.50	64.19	97.35	<b>230.03</b>

Difference between Demand & Committed Supply	Baseline	-1.47	-6.58	24.75	<b>16.70</b>
	Policy On SC1 (4,000 New Dwellings)	-0.84	-6.58	24.75	<b>17.32</b>
	Policy On SC2 (8,000 New Dwellings)	-3.77	-6.58	24.75	<b>14.40</b>
	Past Trends	-0.61	-6.58	-6.22	<b>-13.42</b>

Difference between Demand & Total Future Supply	Baseline	54.58	31.45	67.20	<b>153.23</b>
	Policy On SC1 (4,000 New Dwellings)	55.21	31.45	67.20	<b>153.86</b>
	Policy On SC2 (8,000 New Dwellings)	52.28	31.45	67.20	<b>150.93</b>
	Past Trends	55.44	31.45	36.22	<b>123.11</b>

Source: GVA, 2011

- 7.6 Analysing the individual use classes shows that there is an oversupply of warehouse land (distribution) within the District of over 24ha in all scenarios except past trends. There is a shortfall of circa 6.5ha under all scenarios of suitable land for factories (manufacturing) and a slight shortfall for offices ranging between -0.6 and -3.77ha under all scenarios. In summary there is an over supply of committed employment land in Lichfield District ranging from circa 14 to 17ha in all scenarios with the exception of past trends.
- 7.7 In the fourth section of Table 7.1, we compare demand with the total employment land supply, including Potential Future Sites. This demonstrates that, in theory, the District has an oversupply of over 123ha across all scenarios, increasing to over 153ha under the Baseline and Policy On scenarios. This assumes that all Committed and Future Sites are available, suitable and deliverable for development within the Plan period.
- 7.8 This also indicates that the Local Authority can take a pragmatic view on the quantum of employment land that is brought forward over the plan period from these potential future sites. It is our view that the Council should first prioritise and identify sites that should be safeguarded for employment uses and added to the committed land supply in order to meet the identified demand. As indicated by Table 7.1 above once sufficient land has been allocated for employment uses as part of the Committed Supply the Council may consider releasing some of this over supply for competing non-employment uses.

## Summary

- 7.9 In summary, we have identified that across all four scenarios presented there is an overall surplus of employment land ranging from circa 123ha under the Past Trends scenario to over 153ha under both the Baseline and Policy On Scenario 1. This includes a surplus of land for offices of between 52ha – 55ha, for factories of 31ha and for warehouses of between 36 and 67ha
- 7.10 A preferred scenario should be identified however, this is dependent on the evolving economic vision, which is currently being prepared through the Core Strategy. In reviewing these forecasts it should be borne in mind that our calculations have assumed that the committed supply of employment land (shown in Table 7.1) would
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all be delivered and that longstanding sites remained undeveloped over the Plan period.

## 8. Conclusions

8.1 This section concludes the employment land review and addresses key points of the Brief. We review the following key issues:

- Overall Employment Land Requirements;
- Growth in Town Centres;
- Monitoring and Review;
- Viability, Intervention and Delivery; and
- Funding.

### Overall Employment Land Requirements

8.2 We have focussed our analysis and recommendations based on the provision of 8,000 new homes being delivered within Lichfield to 2028. The employment land requirements and comparison with the committed and potential future supply are set out below in Table 8.1.

**Table 8.1 – Employment Land Requirements: 2009 to 2028**

Policy On Scenario 2 – 8,000 New Homes	B1a / B1b	B1c / B2	B8	Total
Demand (2009 – 2028)	16.22	32.74	30.15	79.10
Committed Supply	12.45	26.15	54.90	93.50
Total Supply (incl Future Sites)	68.50	64.19	97.35	230.03
Comparison to Committed Supply	-3.77	-6.58	24.75	14.40
Comparison to Total Supply (incl Potential Future sites)	52.28	31.45	67.20	150.93

Source: GVA, 2011

8.3 Our conclusions from the above are that:

- Demand for additional employment land is projected to be around 79ha to 2028. This takes account of employment growth in the economy, churn from existing businesses, leakage to non-employment areas and reallocations from existing employment sites which amount to 16ha (refer to Table 4.13);

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- Having regard to the supply of committed sites only, there is a potential shortfall of employment land for offices of circa 3ha and industrial of circa 6ha and an over supply for distribution of over 24ha; and
  - The total supply of future employment land (commitments and all potential future sites) amounts to around 230ha, which compared with the demand forecasts, indicates a potential oversupply of around 150ha. This excludes sites that have been removed from the future employment land portfolio which amount to a further 46.12ha (refer to Table 4.16).
- 8.4 Taking this into account, we would recommend that in preparing its Core Strategy LDC should seek to allocate at least a further 10ha of employment land from the Potential Future sites so that the committed supply meets the identified demand. We would advise that sites that have scored excellent or good in the assessment at Appendices E and H should be considered by LDC for protection for B1/2/8 uses, with a greater degree of flexibility shown to other sites that have not scored as well.
- 8.5 These sites will need to be allocated for office/ industrial use so that the current shortfall (just considering committed sites) is addressed. As Table 8.1 indicates there is sufficient supply to accommodate this shortfall from its potential future supply of sites to accommodate the projected demand and to have a surplus.
- 8.6 As stated in the previous section the Council should first prioritise and identify sites that should be safeguarded for employment uses and added to the committed land supply in order to meet the identified demand. Once the level of commitments provides sufficient supply to accommodate the identified demand the Council may consider releasing some of the over supply (that the Potential Future sites provide) for non-employment uses.
- 8.7 With regard to B8 warehouse use, the committed supply is theoretically capable of accommodating all projected demand in this sector to 2028. However, there are a number of factors to consider when advising on future allocations of land. Firstly, our assessments of site capacity have been made at a broad level and it will be necessary for LDC to monitor outputs on committed sites to ensure that there is a range of suitable accommodation on offer to potential occupiers.
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## Growth in Centres

- 8.8 The provision of new office accommodation in the short – medium term will be key in attracting inward investment to Lichfield. Our review of the office property market has identified that there are few readily available office sites in the District, with the one exception being land to the west of Lichfield South. This site is not currently part of the committed supply. We are aware that the owners of the site, Lingfield Securities, are in the process of producing a masterplan for the development of the site for around 15,000 sqm of office floorspace, set in a high quality environment with on-site car parking and ancillary facilities. Bearing this in mind, we would recommend that land to the west of Lichfield South is allocated for office development, to ensure its development in the short to medium term.
- 8.9 We have also identified eight office sites located in Lichfield City centre, of these two Friarsgate and the Friary are in the committed supply whilst the remaining six sites (see Appendix C) are Potential Future Sites. The potential of these sites will need to be realised and due consideration given to allocating them and other potential office sites as part of the committed supply as part of the Core Strategy.
- 8.10 Our assessment of retail and office provision within Lichfield and Burntwood have identified the current lack of suitable accommodation. This study has highlighted the potential growth in floorspace requirements in centres including both the retail (A1-A3) and office (B1a) use classes (see Table 5.10). Our assumptions on leakage (refer to paragraph 5.70) have assumed that Lichfield City centre will need to accommodate circa 30,000sqm of new office accommodation to 2028, with around 5,000 sqm of offices in Burntwood. If these levels of development are not fulfilled within the centres, there will be additional requirements for offices outside the centres, either on employment sites or elsewhere in non employment locations (e.g. working from home). The 8 sites currently identified in Lichfield city centre on current assumptions could provide capacity for approximately a third of this floorspace, circa 11,000 sqm.
- 8.11 The vitality of the two existing centres will be key in delivering the quantum of floorspace set out above. Both centres have been assessed as being of below average quality and therefore there will need to be a step change in the development of Lichfield and Burntwood in order to achieve these levels of development.

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- 8.12 The Draft NPPF is not helpful in this regard, as it weakens the protection of High Streets with the proposed removal of the “town centre first” sequential test for offices and is ambiguous as to whether local authorities should refuse applications for retail and leisure uses that do not comply with the test. Paragraphs 77-78 of the Draft NPPF state that:

*“Local planning authorities should apply a sequential approach to planning applications for retail and leisure uses that are not in an existing centre and are not in accordance with an up to date Local Plan”...“ Local planning authorities should prefer applications for retail and leisure uses to be located in town centres where practical, then in edge of centre locations and only if suitable sites are not available should out of centre sites be considered. In applying this sequential approach, local planning authorities should ensure that potential sites are assessed for their availability, suitability and viability and for their ability to meet the full extent of assessed quantitative and qualitative needs.”*

- 8.13 With regard to retail and leisure, there is projected to be demand for an additional 8,500 sqm (91,000 sq ft) of retail floorspace (A1), 7,800 sqm (84,000 sq ft) of restaurants / cafes (A3) and around 400 sqm (4,300 sq ft) of hotel floorspace (C1).
- 8.14 The onus will therefore be on LDC to prioritise town centre development. They will need to identify the most suitable locations for office, retail and leisure development in Lichfield and Burntwood centres, based upon a sound strategy and evidence base, so as to demonstrate the availability, suitability and viability of their town centre sites in preference to edge of centre, or out of centre sites.

## Monitoring and Review

### Review of Employment Sites

- 8.15 Given the complexity of issues on many of the employment sites within the portfolio it will be important to review the employment land supply at regular intervals, preferably within the context of the annual monitoring report. Assumptions regarding

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the supply of employment land including the potential yield of employment land from mixed use sites should be addressed as part of this review.

- 8.16 We would also recommend that a monitoring regime for the future take up of employment land is put in place by LDC in order to effectively plan, monitor and manage the employment land supply in the future. This regime should be undertaken on an annual basis and look to assess the supply of employment land at five yearly intervals in order to ensure that the rolling supply is maintained. The rolling supply should include within it, an analysis of the supply of readily available land, which we describe in more detail below.

### Monitoring a Supply of Readily Available Land

- 8.17 Our analysis looks at the total demand for employment floorspace and land to 2028. In order to ensure that businesses have a range of locations to choose from and that the employment land supply is flexible (in line with PPS4), we would advise that a test of readily available land is used as a more refined analysis and also to inform development control decisions.

- 8.18 Readily available land can mean different things, and may simply mean being actively marketed, evidenced by sign boards, preparation of particulars. At a broader level, it could include other aspects such as sites with planning consent or sites with no apparent physical obstacles to development such as remediation, access etc. The West Midlands Regional Employment Land Study (RELS) defines readily available land as meeting all of the following conditions:

- The site either has planning permission and/or is allocated for economic development in the development plan and/or is committed by an appropriate Council resolution;
- No major problems of physical condition;
- No major infrastructure problems in relation to the scale of development proposed; and
- The site is being actively marketed.

- 8.19 This, in our view, is a reasonable definition. With regard to the word “major” as a term we would regard this as the constraint being capable of being addressed and

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removed within 12 months. This includes gaining planning consent (if required) and undertaking the works required. Therefore if a site needs a new access road for which no planning consent had been submitted and the works would take in excess of nine months to complete, this would fall outside the definition of a readily available site.

## Viability, Intervention and Delivery

- 8.20 This report has assumed that all of the committed future supply of employment land will come forward over the Plan period to 2028. We have also identified a number of potential future locations for employment growth to meet the anticipated demand. We would suggest that the local authority undertakes a study of a sample of employment sites to ensure that they are deliverable both in planning and economic terms. This could include a broad assessment of costs required for improvements to access, flood mitigation measures, contamination and demolition. This would provide the local authority with a more robust evidence base when identifying individual sites for future employment use within the District.
- 8.21 We would recommend a Delivery Strategy is developed which will clearly show where development will happen and those responsible for making it happen. The purpose of this Strategy will be to promote individual site allocations at the local level, setting out an appropriate mix of uses for each site, analysis of development viability (including costs for acquisition, demolition, remediation, infrastructure and building), levels of public sector intervention required and a programme of delivery including quick win sites that are deliverable in the short term, as well as those in the medium to longer term.
- 8.22 There are a number of mechanisms which the public and private sectors can utilise to enable development including:
- **Land Assembly** – One of the key issues in delivering available employment land is the cost value gap for employment development. Market values, except in the prime locations, tend to be low and the costs of servicing this land can be extensive (particularly when creating serviced plots for smaller companies). This includes access roads, services, landscaping and ground engineering / remediation. In many cases the costs and uncertainty of land development for employment uses where take up / disposal will be a slow process makes such

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development uneconomic to the private sector. The public sector can help bring forward sites by acquiring sites through negotiation or using CPO powers if necessary. In addition, the public sector can help to facilitate landowner agreements where sites are in multiple ownership ensuring value is as equitable as possible. It is possible that RGF monies or the Growing Places fund may be, in part, a development enabler;

- **Mixed Use Development and Phasing** – By designating mixed use allocations on specific sites can enable their development and lead to the development of higher quality, modern premises however, in the past land set-a-side for employment has often not been brought forward. Therefore it is important to assess whether a mixed use scheme is appropriate, alongside the appropriate quantum of employment land and related phasing of development. Assessing the viability of potential mixed use sites should establish their suitability, appropriate mix, volume of each use and development phasing; and
- **Existing Stock** – Intensification, redevelopment and refurbishment are the three key mechanisms for bringing under utilised / vacant stock back into use. This could include the subdivision / conversion of older existing premises that would otherwise be vacant to provide smaller units i.e. managed workspace, which has been identified through our review of the property market as being one of the key deficiencies in the local economic market. In addition, existing buildings may no longer be “fit for purpose”, therefore through redevelopment or refurbishment, it may be possible to provide modern business premises that will meet the requirements of modern occupiers.

## Funding

- 8.23 The successful delivery of sites within Lichfield district will require a pro-active and innovative approach to securing funding from both the public and private sectors, particularly in light of the current economic conditions and the uncertainty surrounding future regeneration funding streams.
- 8.24 The main intent is to secure private sector funding for most sites, with public sector funding, where available, being used to pump prime and lever in private sector investment. Public sector funding through the local authority will be utilised to bring forward ‘non-commercial’ proposals, such as community facilities, public realm,

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transportation and landscaping improvements. Dependant on the level of available finance, the District Council will need to prioritise particular sites/ projects and where funding should be targeted, particularly in the short-medium term. Prioritisation of particular sites and projects is likely to have political implications for the District Council and as such will need to be based on a robust rationale and will likely focus on areas where the District Council have existing assets and/ or policy support for projects.

- 8.25 It is anticipated that individual projects will be funded through a variety of public and private sector mechanisms, which are examined in the following paragraphs.

### Public Sector

- 8.26 The main sources of public sector funding are likely to be provided from a range of organisations and agencies, and could include the District Councils capital and revenue budgets, plus any infrastructure funding from the highway authority Staffordshire County Council and any funds that are provided through the LEP's. Additional funding may also be drawn from alternative transport funding sources such as Highways Agency/ Department for Transport and the Local Transport Plan. However, given the announcements outlined in the Comprehensive Spending Review (CSR) and through the Government's austerity measures, public sector funds will be limited and constrained in the coming years, with increased competition and will require the development of robust business cases in order to secure funding. As such an innovative approach to project funding and delivery will be required.
- 8.27 We provide below an overview of some of the potential funding sources.

### *Local Enterprise Partnerships (LEPs)*

- 8.28 Since October 2010 the Government has announced the creation of over 30 Local Enterprise Partnerships, which are ready to move forward and establish their Local Enterprise Partnership Board. The Greater Birmingham and Solihull LEP has been given approval and is set to be one of the largest in the Country and will include the following authorities:

- Birmingham;
- Solihull;

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- Bromsgrove;;
  - Cannock;
  - East Staffordshire;
  - **Lichfield**;
  - Tamworth;
  - Redditch; and
  - Wyre Forest.

8.29 This LEP will cover a population of 2 million people<sup>11</sup>, potentially making it one of the most influential partnerships in the Country. The LEP Development Board has identified a number of areas where action is urgently need to deliver private sector-led growth and jobs, which will have particular relevance to projects identified as part of this Study. These include developing new and innovative approaches to bring together public and private assets to generate 'joint venture' funding solutions and developing a business friendly planning service in order to encourage indigenous growth from small and medium sized businesses and attract inward investment from outside the sub-region. LEP's functions in terms of a delivery agency are outlined below, however it is currently unclear as to the budgets and full powers that LEP's will have at their disposal.

8.30 LEP budgets are likely to be derived in part from the Regional Growth Fund (RGF), which has already been fully allocated. However, on 29 November 2011, the Chancellor of the Exchequer announced that the Government is to allocate a further £1bn to the RGF fund, in order to allow business to grow. It is likely, as in the previous rounds that LEPs will have to bid for funds against other private and public-private bodies. It is unlikely that partnerships will receive any Government funding. The GBSLEP working alongside LDC will be fundamental in the delivery of the key sites, drawing together both the public and private sectors to secure successful economic development of the District.

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<sup>11</sup> According to the GBSLEP website – <http://www.birmingham.gov.uk/cs/Satellite/lep?packedargs=website%3D4&rendermode=l>

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### *Department for Transport (DfT)*

- 8.31 The Department for Transport (DfT) will have an expenditure budget of £63.4 million up until 2014 /15 to maintain investment in new and existing infrastructure that will support a growing economy. However the DfT will be required to make savings of 21% from their resource budget and an 11% reduction in capital spending over the next 5 years, thus reducing their overall spending by 15% in real terms.

### *Tax Incremental Financing (TIF)*

- 8.32 The Coalition Government has announced that Local Authorities will be granted new powers allowing them to borrow against predicted growth in their locally raised business rates, which will provide 'up front' funding to finance key infrastructure projects. A loan for key infrastructure would be serviced and eventually paid back by the additional economic growth generated. Such growth would include the creation of new businesses and increased output from existing businesses as a result of the infrastructure intervention.
- 8.33 The enactment of the Localism Act (discussed below) which was given Royal assent on 15 November 2011 includes legislation for TIFs. This innovative funding mechanism is likely to be well suited to deliver medium and longer term projects where there are significant infrastructure requirements such as at Fradley Park.
- 8.34 Earlier this year, Eric Pickles put forward the notion of the repatriation of business rates, to allow local authorities to become more self sufficient and to have a genuine stake in their local economy. The repatriation of business rates would involve local authorities clawing back some of the business rates raised within their area from Central Government and having more control about how these funds are spent to help boost their own local economy. Dependent on the Coalition Government's stance on this issue, which is still ongoing, this may provide LDS with some additional income to help fund economic development projects.

### *Private Sector*

- 8.35 The levels of private sector investment in Lichfield will largely be a function of the particular project, strength of market demand and the extent to which this influences the viability of development. LDC must acknowledge that some of the aspirational longer-term projects will require public sector pump priming to kick-start private sector



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investment in less viable development opportunities. This may involve the public sector de-risking projects through gap funding, site remediation, use of Compulsory Purchase Order (CPO) Powers and other support.

### Planning Obligations

- 8.36 The main source of project specific funding, in addition to direct private sector funding, will be Section 106 (Planning Obligations, to in due course include CIL as identified below) contributions related to planning applications for the projects identified in this Study. However, the ability of these schemes to fund planning obligations will depend upon their viability. LDC will need to take a flexible and positive approach in negotiations, informed by appropriate evidence from applicants, and thereafter put in place active management of contributions based on clear priorities for the District as a whole.
- 8.37 LDC are currently considering whether to adopt the Community Infrastructure Levy (CIL) as a mechanism for raising funds from developers to deliver the infrastructure that results out of new development. We understand that a paper on this issue was discussed at the LDC Environment and Development (Overview and Scrutiny Committee) on 18<sup>th</sup> January 2012.
- 8.38 The CIL will allow LDC to choose to charge a levy on new development in their area in order to raise funds to meet the associated demands placed on the area and to enable growth. The money raised must be used to provide infrastructure to support the development of the area, addressing the matters that the Council, local community and neighbourhoods identify are needed for it to proceed – for example by providing new roads and transport, local amenities such as a park, community centre, a new health centre or new waste management infrastructure.
- 8.39 Investing receipts in the local area will ensure that growth is supported and sustainable, which will in turn unlock new development and growth. The system applies to most new buildings and charges are based on the size and type of the new development. Once formalised LDC will be able to charge and spend the levy and will be known as a charging authority.
- 8.40 LDC may spend receipts themselves, pass funds to other bodies, such as upper tier authorities, and fund infrastructure outside their area provided that the spending

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supports the development of their area, for example providing strategic transport infrastructure. LDC will need to produce a document called a charging schedule that sets out the rate or rates they will charge. They are required to consult their residents and other interested parties in setting their rate(s) and those rate(s) must be supported by evidence, particularly concerning the impact on the economic viability of new development. Charging schedules will then be considered at a public examination by an independent examiner who will check that the legislation has been complied with and that the rates that are proposed will support rather than harm new development.

### Key Delivery Partners

- 8.41 LDC will be a key partner in the delivery of the sites identified in this Study, alongside other public sector stakeholders, including the Greater Birmingham and Solihull LEP and the Tamworth and Lichfield Business and Economic Partnership (BEP). However, directly related to the funding constraints (discussed above) uncertainty remains as to the exact involvement / extent of stakeholder intervention.
- 8.42 Contributions from local business groups, Federation of Small Businesses, the voluntary sector as well as the private sector will also be a key component in delivering the projects.
- 8.43 The Localism Act will have a major impact upon the way regeneration projects, such as those within this Study are brought forward in the future. The Act, which was enacted on 15 November 2011 devolves greater powers to councils and neighbourhoods and give local communities more control over planning decisions. This is in stark contrast to the top-down approach which was favoured by the previous government.
- 8.44 The provisions of the Act are intended to help build the 'Big Society' by radically transforming the relationships between central government, local government, communities and individuals. The Act contains measures to strengthen local democracy by the following measures:
- [Devolving significant new powers to Councils;](#)
  - [Establishing powerful new rights for local people and communities;](#)
  - [Radically reforming planning; and](#)

- Creating powerful incentives for economic growth.
- 8.45 The measures identified above will allow LDC to facilitate entrepreneur led projects, capturing the entrepreneurial spirit of local businesses. The measures identified within the Bill will, amongst other things, give local government a stronger financial stake in the local economy, making it more entrepreneurial and attracting local businesses to an area by offering a range of financial incentives, including granting discretionary business rate discounts and making small business tax breaks easier to take advantage of.
- 8.46 The planning system will also be overhauled with the creation of neighbourhood plans, allowing communities the power to grant planning permission if a local majority are in favour. Ultimately, the Bill will free councils from bureaucratic constraints, allowing freedom and flexibility to act in the interests of the local area. The National Planning Policy Framework will simplify the current raft of national planning guidance (held within Planning Policy Guidance Notes and Planning Policy Statements) to offer a more streamlined and focussed planning system.

#### *Local Enterprise Partnerships (LEPs)*

- 8.47 LEPs will be encouraged to take on a wide range of roles in terms of delivery, which will vary depending on each LEP. The Government White Paper 'Local Growth' (October 2010) sets out the diverse roles that LEPs will be encouraged to take on, which include:
- Working with Government to set out key investment priorities, including transport infrastructure and supporting or coordinating project delivery;
  - Coordinating proposals or bidding directly for the RGF;
  - Supporting high growth businesses, for example through involvement in bringing together and supporting consortia to run new growth hubs;
  - Making representation on the development of national planning policy and ensuring business is involved in the development and consideration of strategic planning applications;
  - Lead changes in how businesses are regulated locally;
  - Working with local employers, Jobcentre Plus and learning providers to help local workless people into jobs;

- Coordinating approaches to leveraging funding from the private sector;
- Becoming involved in delivery of other national priorities such as digital infrastructure.

8.48 As such, it will be vital that business and civic leaders work together to meet local circumstances and opportunities. The GBSLEP is working towards a “business friendly” Planning Charter, which, once completed will aim to dispel what the partnership understood to be a common myth among local businesses that planning is a barrier to growth. In the document, the councils set out what they are doing to smooth the planning system and give more certainty to developers. For example, they pledge to give developers advice on planning applications, offer assistance in undertaking viability assessments and process applications as quickly as possible. In addition LDC operates a Strategic Project team approach to development which would be utilised to help facilitate development.

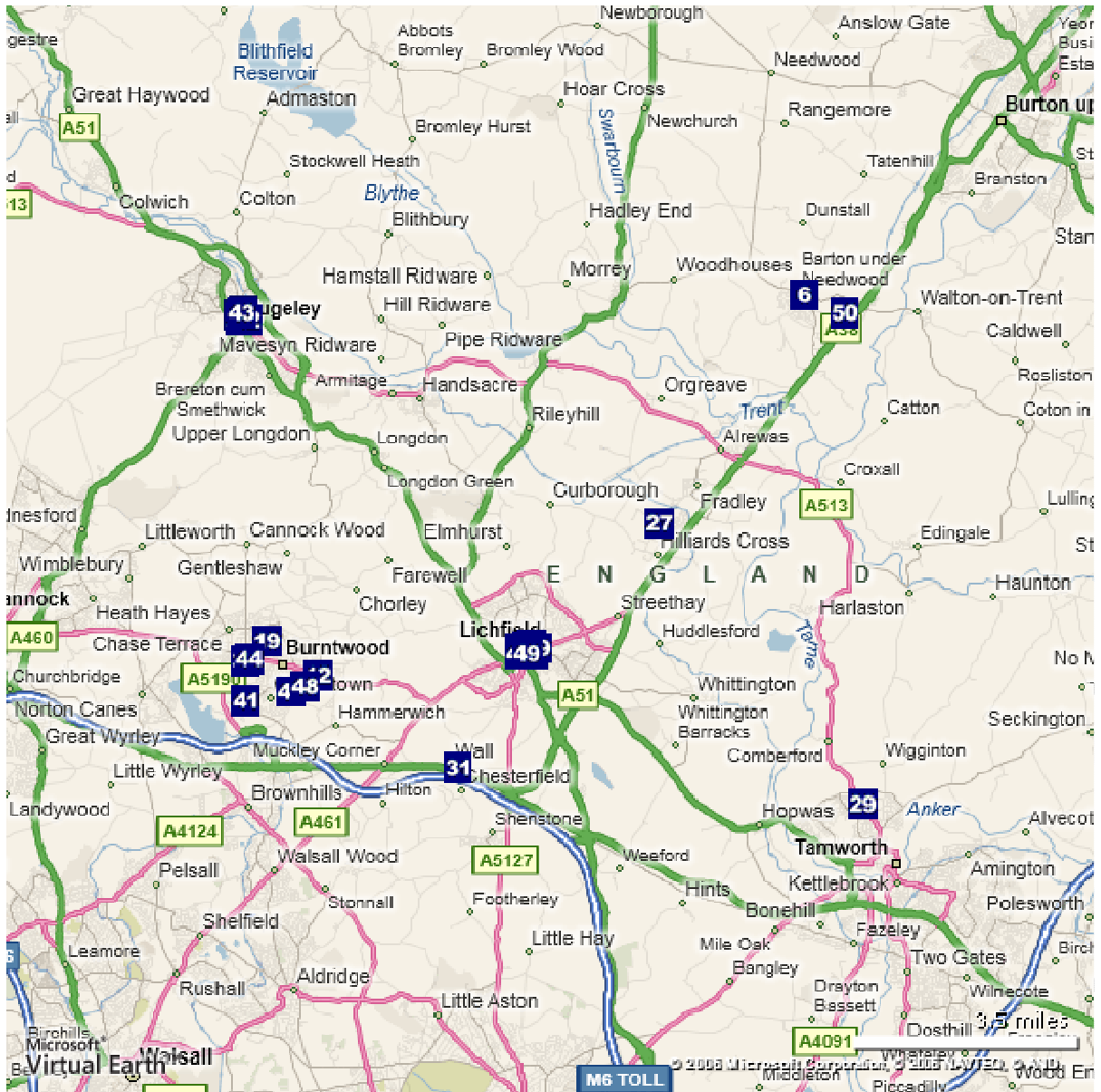
### Partnership Arrangements (e.g. Joint Ventures)




8.49 Public and private sector partnerships are crucial to the regeneration of towns and cities, particularly in times of austerity. There are a number of varying approaches which can be adopted, depending upon the partners involved and whether a formal or informal partnership is required. Any partnership arrangement will provide focus, direction, commitment and coherence to the delivering the projects in this Study.



8.50 A Local Authority Joint Venture arrangement is likely to be the most effective partnership structure where LDC are major landowners, although we acknowledge that this is likely only to be applicable on a small number of sites. LDC will be a key member of any partnership arrangement to ensure accountability and delivery of the sites. Partnership arrangements can be complex and clearly LDC will wish to take appropriate and professional legal and property advice before progressing any type of partnership arrangement or joint venture.

# Appendix A – Details of Recent Retail Transactions in Lichfield District

DEALS DETAILED REPORT PROVIDED BY FOCUS



<p><b>1</b></p> <p>City Arcade Bore Street Lichfield Ws13 6ly</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 29/07/2011  <b>Days on market:</b> 136</p> <p><b>Total Size:</b> 430 sq ft (40 sq m)</p> <p><b>Quoted Rent:</b> £12,500  <b>Rates:</b> £4,986</p> <p><b>Landlord Agent:</b> Burley Browne  David Hemming  Tel :0121 321 3441  Fax :0121 643 1495</p> <p><b>Notes:</b>  An undisclosed tenant has taken 430 sq ft (39.95 sq m) of retail space on undisclosed lease terms at an undisclosed rent. Burley Browne acted on behalf of the landlord. The quoting rent was £12,500 pa. Letting confirmed by Chris Leighfield at Burley Browne. (CoStar Research 01/08/2011 )</p> <p><b>Property Description:</b>  The property comprises a terrace of retail units, some of which are within a covered arcade, of concrete frame construction with brick elevations surmounted by a roof-top car park.</p> <p><b>Amenities:</b>  1 Car Parking Spaces, Roller Shutters, Storage Space, WC's, Window Frontage</p>
<p><b>2</b></p> <p>3-13 Bow Street Rugeley Ws15 2bt</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 22/07/2011  <b>Days on market:</b> 147</p> <p><b>Total Size:</b> 497 sq ft (46 sq m)</p> <p><b>Quoted Rent:</b> £6,501 at £13.08 psf  <b>Rates:</b> £1,343</p> <p><b>Landlord Agent:</b> Andrew Dixon &amp; Co  Andrew Hartley  Tel :01543 506 640  Fax :01543 506654</p> <p><b>Notes:</b>  An undisclosed tenant has taken 497 sq ft (46 sq m) of retail space within 13 Bow Street on confidential terms. Andrew Dixon &amp; Co acted on behalf of the landlord. The quoting rent was £6,500 pa. (CoStar Research 22/08/2011 )</p> <p><b>Property Description:</b>  The property comprises a terrace of six retail units with residential dwellings above, constructed in the early 2000's of masonry construction cover three stories.</p> <p><b>Amenities:</b>  Kitchen Facilities, Storage Space, WC's</p>
<p><b>3</b></p> <p>One Stop Elmore Lane Rugeley Ws15 2dj</p> 	<p><b>Use(s):</b> Mixed Retail  <b>Type:</b> Freehold with VP Sold at Auction  <b>Date:</b> 21/07/2011</p> <p><b>Total Size:</b> 1,738 sq ft (161 sq m)</p> <p><b>Guide Price:</b> £350,000  <b>Sale Price:</b> £350,000</p> <p><b>Auctioneer:</b> BIGWOOD ASSOCIATES LTD  <b>Lot Number:</b> 24</p> <p><b>Property Description:</b>  The property comprises a modern, detached, purpose built convenience store with associated surfaced car parking. The property is divided internally to provide on the ground floor a main sales area and store. On the first floor there is a good sized stock room, kitchen and office. Outside there is a surfaced customer car park.</p>

<p><b>4</b></p> <p>Pig And Bell 7 Market Street Rugeley Ws15 2jh</p> 	<p><b>Use(s):</b> Retail Out Of Town <b>Grade:</b> Second Hand <b>Type:</b> Freehold Sold <b>Date:</b> 18/07/2011 <b>Days on market:</b> 408</p> <p><b>Total Size:</b> 5,403 sq ft (502 sq m)</p> <p><b>Quoted Price:</b> £140,000 <b>Achieved Price:</b> £130,000</p> <p><b>Vendor Agent:</b> Commercial Property Investment Agency David Howarth Tel :08443356347</p> <p><b>Vendor Agent:</b> Moralee &amp; Co <b>Vendor Agent:</b> Paramount Investments</p> <p><b>Notes:</b> An undisclosed purchaser has bought the freehold interest in 5,403 sq ft (501 sq m) of retail space for £130,000. Paramount Investments, Commercial Property Investment and Moralee &amp; Co acted on behalf of the vendor. The quoting price was £140,000. Achieved price confirmed by Michelle Milner-Eradhun at Paramount Investments. (CoStar Research 09/08/2011 )</p> <p><b>Property Description:</b> The property comprises a two storey public house building of masonry construction.</p> <p><b>Amenities:</b> Kitchen Facilities, WC's</p>
<p><b>5</b></p> <p>10-12 Upper Brook Street Rugeley Ws15 2dn</p> 	<p><b>Use(s):</b> Retail High Street Unit <b>Grade:</b> New or refurbished <b>Type:</b> Letting <b>Date:</b> 18/07/2011 <b>Days on market:</b> 108</p> <p><b>Total Size:</b> 590 sq ft (55 sq m)</p> <p><b>Quoted Rent:</b> £5,947 at £10.08 psf <b>Rates:</b> £3,353</p> <p><b>Landlord Agent:</b> Millar Sandy Joanne Richardson Tel :01785 244400 Fax :01785 244 901</p> <p><b>Notes:</b> An undisclosed tenant has taken 590 sq ft (54.81 sq m) of retail space at 10 Upper Brook Street from an undisclosed landlord on a new lease. Millar Sandy acted on behalf of the landlord. The quoting rent was £5,950 pa, equating to £10.08 psf (£108.55 psm). Deal confirmed by Tine Mayo at Millar Sandy. (CoStar Research 18/08/2011 )</p> <p><b>Property Description:</b> The property comprises a mid terrace three storey building of masonry construction under a pitched, tiled roof.</p> <p><b>Amenities:</b> Recessed Lighting, Redecorated, Suspended Ceilings, WC's, Window Frontage</p>
<p><b>6</b></p> <p>32 Main Street Barton Under Needwood De13 0ea</p>	<p><b>Use(s):</b> Retail Out Of Town <b>Type:</b> Letting <b>Date:</b> 05/07/2011</p> <p><b>Achieved Rent:</b> £13,000</p> <p><b>Lease End:</b> 04/07/2014 <b>Tenant:</b> Mr Adrian Timmis <b>Landlord Agent:</b> Salloway Property Consultants</p> <p><b>Notes:</b> Mr Adrian Timmis has taken 1,660 sq ft (154.27 sq m) of retail space from an undisclosed landlord on a three-year lease at £13,000 (plus VAT)pa, equating to £ 7.83 psf (£84.27 psm). Salloway Property Consultants acted on behalf of the landlord. Achieved rent confirmed by Mandy at Salloway Property Consultants. (CoStar Research 21/07/2011 )</p>



**7**

6-8 Lower Brook Street  
Rugeley  
Ws15 2df



**Use(s):** Mixed Retail  
**Type:** Freehold Investment Sold at Auction  
**Date:** 05/07/2011  
**Total Size:** 4,373 sq ft (406 sq m)  
**Guide Price:** £340,000  
**Sale Price:** £420,000  
**Income:** £39,500  
**Yield:** 9.40 %  
**Auctioneer:** ALLSOP  
**Lot Number:** 125

**Property Description:**  
 The property comprises a three storey mid terrace building with ground floor retail accommodation.

**8**

10 Dam Street  
Lichfield  
Ws13 6aa



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/06/2011  
**Days on market:** 12  
**Total Size:** 100 sq ft (9 sq m)  
**Achieved Rent:** £5,880 at £58.80 psf  
**Rates:** £2,338  
**Lease End:** 31/05/2014  
**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300  
**Tenant:** Ms Abigail Coomer  
**Tenant Agent:** Ms Abigail Coomer  
**Landlord:** Ms Louise Hall

**Notes:**  
 Ms Abigail Coomer has taken 100 sq ft (9 sq m) of retail space within Unit 10 from Ms Louise Hall on a 3 year lease at £5,880 pa. Kingston Cpc acted on behalf of Ms Louise Hall. Ms Abigail Coomer was unrepresented. Achieved rent confirmed by Kingston Cpc. (CoStar Research 02/08/2011 )

**Property Description:**  
 The property comprises an end of terrace two-storey building of traditional red brick construction surmounted by a pitched tiled roof with two retail units at ground level and residential accommodation above.

**Amenities:**  
 Basement Storage, Kitchen Facilities, WC's, Window Frontage

**9**

19 Market Square  
Rugeley  
Ws15 2bj



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 30/04/2011  
**Days on market:** 170

**Total Size:** 2,681 sq ft (249 sq m)

**Quoted Rent:** £22,011 at £8.21 psf  
**Rates:** £5,693

**Lease End:** 29/04/2026  
**Landlord:** Midshire Associated Properties  
Ray Rudd

**Landlord Agent:** Midshire Associated Properties  
Ray Rudd  
Tel :01543 492 506

**Tenant Agent:** Unrepresented

**Notes:**

An undisclosed tenant has taken 3,627 sq ft (337 sq m) of retail space over three floors from Midshire Associated Properties on a 15 year lease. Midshire Associated Properties represented themselves. The tenant was unrepresented. The quoting rent was £22,000 pa. (CoStar Research 27/05/2011 )

**Property Description:**

The property comprises a terraced three-storey building of traditional masonry construction surmounted by a pitched slate roof.

**Amenities:**

Kitchen Facilities, Storage Space, WC's, Window Frontage

**10**

19 Tamworth Street  
Lichfield  
Ws13 6jp



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 11/04/2011  
**Days on market:** 445

**Total Size:** 1,334 sq ft (124 sq m)

**Quoted Rent:** £19,997 at £14.99 psf  
**Achieved Rent:** £20,000 at £14.99 psf  
**Rates:** £12,317

**Rent Free Period:** 4 month(s)  
**Lease End:** 10/04/2021  
**Rent Reviews:** 10/04/2016  
**Break Options:** 10/04/2016  
**Landlord Agent:** Burley Browne  
David Hemming

Tel :0121 321 3441  
Fax :0121 643 1495  
Chris Leighfield  
Tel :0121 321 3441  
Fax :0121 321 3676  
**Landlord Agent:** Kingston Cpc

**Notes:**

The Flaming Spark Co Ltd has taken 1,334 sq ft (124 sq m) of retail space from D C Haynes & C Lewis on a 10 year FRI lease at £20,000 pa, subject to a rent review and break option in year five. Kingston Cpc acted on behalf of D C Haynes & C Lewis. Four month rent free period was agreed. The Flaming Spark Co Ltd were unrepresented. Achieved rent confirmed by Kingston Cpc. (CoStar Research 18/04/2011 )

**Property Description:**

The property comprises a terraced three-storey building of traditional brick construction.

**Amenities:**

Fluorescent Lighting, WC's

**11**

55 Tamworth Street  
Lichfield  
Ws13 6jw



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/04/2011  
**Days on market:** 476

**Total Size:** 436 sq ft (41 sq m)

**Quoted Rent:** £12,000  
**Achieved Rent:** £7,000 at £16.06 psf  
**Rates:** £9,700

**Rent Free Period:** 6 month(s)  
**Lease End:** 31/03/2020  
**Rent Reviews:** 31/03/2017  
**Break Options:** 31/03/2014, 31/03/2017  
**Landlord:** Butler & Barker Ltd  
**Tenant:** D & J Ward  
**Landlord Agent:** Kingston Cpc  
Laura Lawrence  
Tel :01543 414300

**Tenant Agent:** Unrepresented

**Notes:**

D & J Ward has taken 436 sq ft (41 sq m) of retail space from Butler & Barker Ltd on a 9 year FRI lease at £7,000 in year one rising to £10,000 pa in years two and three and rising to £12,000 pa in years four to six, subject to a rent review in year six and an option to break in year three and six. Kingston Cpc acted on behalf of Butler & Barker Ltd. 6 months rent free period was agreed. D & J Ward were unrepresented. The quoting rent was £12,000 pa. Achieved rent confirmed by Kingston Cpc. (CoStar Research 02/08/2011 )

**Property Description:**

The property comprises a three storey retail unit of masonry construction under a pitched roof, totalling approximately 436 sq ft (41 sq m) and constructed in 1900's.

**Amenities:**

Kitchen Facilities, WC's

**12**

Swan Island  
Shopping Centre  
Chase Road  
Burntwood  
Ws7 0dw

**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 20/03/2011  
**Days on market:** 457

**Total Size:** 681 sq ft (63 sq m)

**Quoted Rent:** £19,497 at £28.63 psf  
**Achieved Rent:** £14,000 at £20.56 psf  
**Rates:** £4,257

**Lease End:** 19/03/2021  
**Rent Reviews:** 19/03/2016  
**Break Options:** 19/03/2014  
**Landlord Agent:** Lawrence & Wightman  
Stephen D Sutton  
Tel :01217 082 266  
Fax :0121 707 1964

**Tenant:** Pharmeasy Ltd  
**Tenant Agent:** Unrepresented

**Notes:**

Pharmeasy Ltd has taken 681 sq ft (63 sq m) of ground floor retail space from an undisclosed private investor on a ten year lease at £14,000 pa, equating to £20.55 psf (£221.28 psm), subject to a rent review in year five and an option to break in year three. Lawrence & Wightman acted on behalf of the landlord. An undisclosed rent free period was agreed. Pharmeasy Ltd was unrepresented. The quoting rent was £19,500 pa, equating to £28.63 psf (£308.22 psm). Achieved rent confirmed by Steve Sutton at Lawrence & Wightman. (CoStar Research 20/04/2011 )

**Property Description:**

The property comprises a three storey building of masonry construction with ground floor retail accommodation and first/second floor residential accommodation. The property was built during 1967.

**Amenities:**

Car Parking, Kitchen Facilities, Storage Space, WC's

**13**

29-29a Market  
Square  
Rugeley  
Ws15 2bw



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 18/03/2011  
**Days on market:** 471

**Total Size:** 1,364 sq ft (127 sq m)

**Quoted Rent:** £19,996 at £14.66 psf  
**Rates:** £5,465

**Landlord Agent:** Jones Lang LaSalle  
Ben Notley  
Tel :020 7318 7874  
Fax :020 7408 0220

**Landlord:** Lloyds Bank Plc  
**Tenant:** Salvation Army  
**Tenant Agent:** Wragge & Co

**Notes:**

Salvation Army has taken 1,364 sq ft (127 sq m) of ground-floor retail space from Lloyds Bank Plc on confidential terms. Jones Lang Lasalle acted on behalf of Lloyds Bank Plc. The quoting rent was £20,000 pa, equating to £14.66 psf (£157.83 psm). Confirmed by Ben Notley at Jones Lang Lasalle. (CoStar Research 21/04/2011 )

**Property Description:**

The property comprises a self-contained banking hall and a self-contained retail unit both of which benefit from first floor ancillary accommodation. In addition the property benefits from on-site car parking to the rear.

**14**

23-27 Tamworth  
Street  
Lichfield  
Ws13 6jp



**Use(s):** Retail High Street Unit  
**Grade:** New or refurbished  
**Type:** Freehold Sold  
**Date:** 04/01/2011  
**Days on market:** 1004

**Total Size:** 10,466 sq ft (972 sq m)

**Vendor Agent:** Tushingam Moore  
Andrew McGuinness  
Tel :0161 833 1197  
Fax :0161 833 1630

**Notes:**

An undisclosed purchaser has bought the freehold interest in 10,466 sq ft (972.32 sq m) of retail space within 23-27 Tamworth Street for a confidential price. Tushingam Moore acted on behalf of the vendor. (CoStar Research 28/01/2011 )

**Property Description:**

The property comprises a 1920s former cinema which is to be redeveloped creating a new first floor of 10,000 sq ft approx to add to the existing ground floor of 10,000 sq ft approx.

**15**

12-14 Lower Brook  
Street  
Rugeley  
Ws15 2df



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 04/01/2011  
**Days on market:** 502

**Total Size:** 2,962 sq ft (275 sq m)

**Quoted Rent:** £28,000  
**Rates:** £29,000

**Rent Free Period:** 6 month(s)  
**Lease End:** 03/01/2026  
**Rent Reviews:** 03/01/2016, 03/01/2021  
**Break Options:** 03/01/2021  
**Tenant:** Ladbrokes Betting & Gaming Ltd  
**Landlord Agent:** Lambert Smith Hampton  
 Doug Tweedie  
 Tel :0121 236 2066

**Tenant Agent:** Nicholas Brett & Co

**Notes:**

Ladbrokes Betting & Gaming Ltd has taken 2,962 sq ft (275 sq m) of ground and first floor retail space from an undisclosed private landlord on a 15 year lease at an undisclosed rental subject to a rent review every five years and an option to break in year ten. Lambert Smith Hampton acted on behalf of the landlord. Six months rent-free period was agreed. Nicholas Brett & Co acted on behalf of Ladbrokes. The quoting rent was £28,000 pa. Confirmed by Doug Tweedie at Lambert Smith Hampton. (CoStar Research 13/01/2011 )

**Property Description:**

The property comprises a two-storey building with ground floor retail space and storage facilities on the upper floor.

**Amenities:**

Storage Space, WC's, Window Blinds

**16**

Three Spires  
Shopping Centre  
Gresley Row  
Lichfield  
Ws13 6nf



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 27/12/2010  
**Days on market:** 216

**Total Size:** 1,529 sq ft (142 sq m)

**Quoted Rent:** £72,505 at £47.42 psf  
**Achieved Rent:** £65,000 at £42.51 psf

**Lease End:** 26/12/2020  
**Rent Reviews:** 26/12/2015  
**Break Options:** 26/12/2015  
**Agent:** BNP Paribas Real Estate UK  
 Caroline Booth  
 Tel :020 7484 8141

**Tenant Agent:** CB Richard Ellis  
**Tenant:** Phones 4u Ltd  
**Landlord:** St Martins  
**Other:** The Post Office

**Notes:**

Phones 4U Ltd has taken 1,529 sq ft (142 sq m) of retail space on the ground floor from The Post Office on a sublease expiring in (December) 2020 at £65,000 pa, equating to £42.51 psf (£457.59 psm) with and a rent review and an option to break in year five. BNP Paribas Real Estate UK acted on behalf of The Post Office. CBR Richard Ellis acted on behalf of Phone 4U Ltd. St Martins is the current landlord of the property. The quoting rent was £72,500 pa, equating to £47.42 psf (£510.39 psm). Achieved rent confirmed by Caroline Booth at BNP Paribas Real Estate UK. (CoStar Research 10/01/2011 )

**Property Description:**

The property comprises a three storey building forming the Three Spires Shopping Centre. The property was constructed in 1965 of masonry and totals approximately 100,000 sq ft (9,290 sq m).

**Amenities:**

Glazed frontage, Prime Position

**17**

11 Bird Street  
Lichfield  
Ws13 6pw



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 17/12/2010  
**Days on market:** 476

**Total Size:** 942 sq ft (88 sq m)

**Quoted Rent:** £20,000  
**Achieved Rent:** £17,000 at £18.05 psf  
**Rates:** £13,750

**Rent Free Period:** 8 month(s)  
**Lease End:** 16/12/2010  
**Rent Reviews:** 16/12/2015, 16/12/2018  
**Break Options:** 16/12/2015  
**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Tenant:** Ms N Evans  
**Landlord:** Nos 5 The Local Shopping Reit Plc  
**Tenant Agent:** Unrepresented

**Notes:**

Ms N Evans has taken 942 sq ft (86 sq m) of retail space from Nos 5 The Local Shopping Reit Plc on a 10 year FRI lease at £17,000 pa in year one and two and rising to £18,500 pa in years three to five, subject to a tenant break option in year five and a rent review in years five and eight. Kingston Cpc acted on behalf of Nos 5 The Local Shopping Reit Plc. Eight months rent free period was agreed. Ms N Evans was unrepresented. The quoting rent was £20,000. Achieved rent confirmed by Kingston Cpc. (CoStar Research 17/01/2011 )

**Property Description:**

The property comprises a three storey mixed use building with retail space on the ground floor and office on the upper floor. The property was constructed in 1850 of masonry and totals approximately 2,174 sq ft (202 sq m).

**Amenities:**

Kitchen Facilities, WC's

**18**

41-43 Tamworth  
Street  
Lichfield  
Ws13 6jw



**Use(s):** Retail High Street Unit  
**Type:** Letting  
**Date:** 30/11/2010

**Total Size:** 290 sq ft (27 sq m)

**Achieved Rent:** £12,000 at £41.38 psf

**Rent Free Period:** 2 month(s)  
**Lease End:** 29/11/2013  
**Landlord Agent:** Kingston Cpc  
**Landlord:** Lichfield Properties Limited  
**Tenant:** Stardust Costumes Ltd  
**Tenant Agent:** Unrepresented

**Notes:**

Stardust Costumes Ltd have taken 290 sq ft (27 sq m) of retail space within 41 Tamworth Street from Lichfield Properties Limited on a three year lease at £12,000 pa. Kingston Cpc acted on behalf of Lichfield Properties Limited. Two months rent free period was agreed. Stardust Costumes Ltd were unrepresented. Achieved rent confirmed by Kingston Cpc.

**Property Description:**

The property comprises a terrace of two retail units within a two storey building under a pitched slate roof and totals approximately 2,007 sq ft (186 sq m).

**19**

3 Parkhill Road  
Chase Terrace  
Burntwood  
Ws7 2er



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Freehold Sold  
**Date:** 26/11/2010  
**Days on market:** 184

**Total Size:** 642 sq ft (60 sq m)

**Quoted Price:** £80,000  
**Rates:** £1,346

**Vendor Agent:** Andrew Dixon & Co  
Katharine Cope  
Tel :01543 506 640  
Fax :01543 506654

**Notes:**

An undisclosed purchaser has purchased the freehold interest in 642 sq ft (60 sq m) of retail space on confidential terms. Andrew Dixon & Co acted on behalf of the vendor. The quoting price was £80,000. (CoStar Research 22/08/2011 )

**Property Description:**

The building is a three storey terrace of shops. The property is made from brick and has a pitched roof.

**Amenities:**

Kitchen Facilities, Storage Space, WC's

**20**

Corn Exchange  
Conduit Street  
Lichfield  
Ws13 6jr



**Use(s):** Restaurant  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 23/11/2010  
**Days on market:** 509

**Total Size:** 203 sq ft (19 sq m)

**Quoted Rent:** £12,300 at £60.59 psf  
**Achieved Rent:** £12,300 at £60.59 psf  
**Rates:** £9,900

**Lease End:** 25/06/2012  
**Landlord Agent:** Kingston Cpc  
Laura Lawrence  
Tel :01543 414300  
**Tenant:** Monkey Mobile Tamworth Ltd  
**Tenant Agent:** Unrepresented  
**Landlord:** Uppal & Singh Properties

**Notes:**




Monkey Mobile Tamworth Ltd has taken 203 sq ft (19 sq m) of retail space within Unit 3 on assignment of an existing lease expiring in June 2012 at a passing rent of £12,300 pa. Kingston CPC acted on behalf of the assignor. Monkey Mobile Tamworth Ltd were unrepresented. Uppal & Singh Properties is the current landlord of the property. The quoting rent was £12,300 pa. Achieved rent confirmed by Kingston CPC. (CoStar Research 17/01/2011 )

**Property Description:**

The property comprises a terrace of seven retail units within a two storey historic 1900 building constructed of brick and stone.

**Amenities:**

WC's, Window Frontage, Yard

<p><b>7</b></p> <p>6-8 Lower Brook Street Rugeley Ws15 2df</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 21/10/2010  <b>Days on market:</b> 224</p> <p><b>Total Size:</b> 1,370 sq ft (127 sq m)</p> <p><b>Quoted Rent:</b> £30,000  <b>Rates:</b> £12,420</p> <p><b>Landlord Agent:</b> Andrew Thompson &amp; Co  Andrew Thompson  Tel :01527 889449</p> <p><b>Notes:</b>  An undisclosed tenant has taken 1,370 sq ft (127 sq m) of ground-floor retail space on confidential lease terms. Andrew Thompson &amp; Co acted on behalf of the landlord. No incentives were disclosed. The quoting rent was £30,000 pa, equating to £21.90 psf (£236.22 psm). (CoStar Research 02/11/2010 )</p> <p><b>Property Description:</b>  The property comprises a three storey mid terrace building with ground floor retail accommodation.</p> <p><b>Amenities:</b>  Double frontage, Prime Position, WC's</p>
<p><b>21</b></p> <p>St Marys Old School Minster Pool Walk Lichfield Ws13 6qt</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Freehold Sold  <b>Date:</b> 13/10/2010  <b>Days on market:</b> 355</p> <p><b>Total Size:</b> 1,623 sq ft (151 sq m)</p> <p><b>Rates:</b> £7,452</p> <p><b>Vendor Agent:</b> Burley Browne</p> <p>Tel :0121 321 3441  Fax :0121 321 3676  David Hemming  Tel :0121 321 3441  Fax :0121 643 1495  Chris Leighfield  Tel :0121 321 3441  Fax :0121 321 3676</p> <p><b>Notes:</b>  An unknown purchaser has purchased the freehold interest in 1,623 sq ft (150.78 sq m) of retail space from an unknown vendor for an undisclosed sum. Burley Browne acted on behalf of the unknown vendor. The quoting price was £325,000. Deal confirmed by Chris Leighfield at Burley Browne. (CoStar Research 18/10/2010 )</p> <p><b>Property Description:</b>  The property comprises a Grade II listed two-storey building of traditional brick construction beneath a pitched slate roof.</p> <p><b>Amenities:</b>  6 Car Parking Spaces, Open Plan Layout, Raised Floors</p>
<p><b>16</b></p> <p>Three Spires Shopping Centre Gresley Row Lichfield Ws13 6nf</p> 	<p><b>Use(s):</b> Shopping Centre  <b>Type:</b> Letting  <b>Date:</b> 04/10/2010</p> <p><b>Total Size:</b> 2,659 sq ft (247 sq m)</p> <p><b>Landlord Agent:</b> George Robinson &amp; Partners  <b>Tenant:</b> Infusion  <b>Landlord Agent:</b> Rowley Hughes Thompson Ltd</p> <p><b>Notes:</b>  Infusion has taken 2,659 sq ft (247 sq m) of retail space within 38-40 Bakers Lane on a monthly tenancy until Christmas 2010 the monthly rent will be based on the tenants turnover. George Robinson &amp; Partners and Rowley Hughes Thompson acted on behalf of the landlord. Infusion were unrepresented.</p> <p><b>Property Description:</b>  Three Spires Shopping Centre is partially covered shopping centre focused around Bakers Lane. The property was constructed in 1965 of masonry and totals approximately 100,000 sq ft (9,290 sq m).</p>



**22**

55-57 Wade Street  
Lichfield  
Ws13 6hl



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/10/2010  
**Days on market:** 377

**Total Size:** 2,446 sq ft (227 sq m)

**Quoted Rent:** £32,507 at £13.29 psf  
**Rates:** £20,734

**Landlord Agent:** Burley Browne  
David Hemming  
Tel :0121 321 3441  
Fax :0121 643 1495  
Chris Leighfield  
Tel :0121 321 3441  
Fax :0121 321 3676

**Notes:**

An unknown tenant has taken 2,446 sq ft (227.24 sq m) of retail space from an unknown landlord on confidential terms. Burley Browne acted on behalf of the unknown landlord. The quoting rent was £32,500 pa, equating to £13.28 psf (£143.02 psm). (CoStar Research 06/10/2010 )

**Property Description:**

The property comprises a mixed use three storey building with retail on the ground floor and office accommodation above.

**Amenities:**

Carpeting, Kitchen Facilities, Suspended Ceilings, WC's, Window Frontage

**23**

32 Market Street  
Lichfield  
Ws13 6lh



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 29/09/2010  
**Days on market:** 208

**Total Size:** 687 sq ft (64 sq m)

**Quoted Rent:** £28,000  
**Rates:** £13,338

**Landlord Agent:** Nicholas Brett & Co  
Nicholas Brett  
Tel :01527 875 669  
Fax :01527 875512

**Notes:**

Lease details confidential. (CoStar Research 28/10/2010 )

**Property Description:**

The property comprises a two storey retail building.

**Amenities:**

Prime Position

**24**

2d Bird Street  
Lichfield  
Ws13 6pr



**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 24/09/2010  
**Days on market:** 728

**Total Size:** 500 sq ft (46 sq m)

**Quoted Rent:** £16,750 at £33.50 psf  
**Achieved Rent:** £14,000 at £28.00 psf

**Rent Free Period:** 10 month(s)  
**Lease End:** 29/09/2020  
**Rent Reviews:** 29/09/2013, 29/09/2016, 29/09/2019  
**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Tenant:** Mr M R Ahmed  
**Landlord:** Peter Egan Boynton & A J Bell (Trustees) Ltd  
**Tenant Agent:** Unrepresented

**Notes:**

Mr M R Ahmed has taken 500 sq ft (46 sq m) of retail space from Peter Egan Boynton & A J Bell (Trustees) Ltd on a 20 year lease at £14,000 pa in year one and rising to £16,000 pa in years two and three, subject to a rent review in years 2013, 2016 and 2019. Kingston CPC acted on behalf of Peter Egan Boynton & A J Bell (Trustees) Ltd. Mr M R Ahmed was unrepresented. The quoting rent was £16,750. The achieved rent confirmed by Kingston CPC. (CoStar Research 30/09/2010 )

**Property Description:**

The property comprises a single storey brick built restaurant/retail unit. The property is made from brick.

**25**

4-16 Brook Square  
Rugeley  
Ws15 2dr



**Use(s):** Retail High Street Unit  
**Type:** Letting  
**Date:** 24/08/2010

**Total Size:** 3,685 sq ft (342 sq m)

**Achieved Rent:** £42,500 at £11.53 psf

**Lease End:** 23/08/2020  
**Rent Reviews:** 24/08/2015  
**Landlord:** Stockland Halladale (Uk) Ltd  
**Tenant:** WH Smith Retail Holdings Ltd

**Notes:**

WH Smith Retail Holdings Ltd has taken 3,685 sq ft (342 sq m) of retail space (4-8 Brook Square) from Stockland Halladale (Uk) Ltd on a 10-year lease at £42,500 pa, subject to a rent review in year five.

**Property Description:**

The property comprises an un-broken parade of five retail units arranged over ground, first and second floors.

**26**

12 Market Street  
Lichfield  
Ws13 6lh



**Use(s):** Retail High Street Unit  
**Grade:** New or refurbished  
**Type:** Letting  
**Date:** 21/07/2010  
**Days on market:** 329

**Total Size:** 767 sq ft (71 sq m)

**Quoted Rent:** £24,997 at £32.59 psf  
**Rates:** £9,821

**Landlord Agent:** Burley Browne  
David Hemming  
Tel :0121 321 3441  
Fax :0121 643 1495  
Chris Leighfield  
Tel :0121 321 3441  
Fax :0121 321 3676

**Notes:**

An unknown tenant has taken 767 sq ft (71.26 sq m) of retail space from an unknown landlord on confidential terms. Burley Browne acted on behalf of the unknown landlord. The quoting rent was £25,000 pa, equating to £32.59 psf (£350.84 psm). (CoStar Research 23/07/2010 )

**Property Description:**

The property comprises an end of terrace two-storey building of traditional red brick construction.

**Amenities:**

Car Parking, Storage Space, WC's, Window Frontage

**16**

Three Spires  
Shopping Centre  
Gresley Row  
Lichfield  
Ws13 6nf



**Use(s):** Retail Out Of Town  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 02/07/2010  
**Days on market:** 143

**Total Size:** 510 sq ft (47 sq m)

**Quoted Rent:** £39,999 at £78.43 psf  
**Rates:** £14,490

**Landlord Agent:** Rowley Hughes Thompson Ltd  
Jonathan Rowley  
Tel :0121 212 7801

**Notes:**

An undisclosed tenant has taken 510sq ft (47.38 sq m) of ground-floor retail space, unit 11 within Three Spires Shopping Centre on confidential terms. Rowley Hughes Thompson Ltd acted on behalf of the landlord. The quoting rent was £40,000 pa, equating to £78.43 psf (£844.23 psm). (CoStar Research 02/07/2010 )

**Property Description:**

The property comprises a shopping centre over three storeys.

**Amenities:**

Storage Space, Window Frontage, Yard

**27**

Fradley Park  
Units 1-9  
Common Lane  
Lichfield  
Ws13 8ss



**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 30/06/2010  
**Days on market:** 634

**Total Size:** 1,000 sq ft (93 sq m)

**Quoted Rent:** £16,000 at £16.00 psf

**Lease End:** 29/06/2020  
**Rent Reviews:** 29/06/2015  
**Break Options:** 29/06/2015  
**Landlord:** Fradley District Centre Ltd  
**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Tenant:** Northwood Dispensing Chemists Ltd  
**Tenant Agent:** Unrepresented

**Notes:**

Northwood Dispensing Chemists Ltd has taken 1,000 sq ft (93 sq m) of retail space within Unit 6 from Fradley District Centre Ltd on a 10 year lease, subject to a rent review and a tenant option to break in year five. Kingston CPC acted on behalf of Fradley District Centre Ltd. Northwood Dispensing Chemists Ltd were unrepresented. The quoting rent was £16,000 pa, equating to £16.00 psf (£172.22 psm). (CoStar Research 19/07/2010 )

**Property Description:**

The property will comprise a high bay warehouse unit of four span portal frame construction, with three-storey office component. In addition a new retail development is also on the site.

**Amenities:**

Car Parking, WC's

**22**

55-57 Wade Street  
Lichfield  
Ws13 6hl



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 15/06/2010  
**Days on market:** 307

**Total Size:** 1,904 sq ft (177 sq m)

**Quoted Rent:** £37,500  
**Rates:** £20,898

**Landlord Agent:** Burley Browne  
 David Hemming  
 Tel :0121 321 3441  
 Fax :0121 643 1495  
 Chris Leighfield  
 Tel :0121 321 3441  
 Fax :0121 321 3676

**Notes:**

An undisclosed tenant has taken 3,764sq ft (349.68sqm) of ground-floor retail space & basement storage space on confidential terms. Burley Browne acted on behalf of landlord. The quoting rent was £37,500pa, equating to £9.96psf (£107.24psm). (CoStar Research 15/06/2010 )

**Property Description:**

The property comprises a mixed use three storey building with retail on the ground floor and office accommodation above.

**Amenities:**

Glazed frontage, Kitchen Facilities, Storage Space, WC's

**28**

1 Cross Keys  
Lichfield  
Ws13 6dn



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 02/06/2010  
**Days on market:** 312

**Total Size:** 21,000 sq ft (1,951 sq m)

**Quoted Rent:** £124,950 at £5.95 psf  
**Achieved Rent:** £60,000 at £2.86 psf  
**Rates:** £55,775

**Rent Free Period:** 3 month(s)  
**Lease End:** 01/06/2014  
**Agent:** Angermann Goddard & Loyd  
 Adrian Hanley  
 Tel :020 7465 5117  
 Fax :020 7465 5118  
 Daniel Berrevoets  
 Tel :020 7465 5107  
 Fax :020 74931029

**Agent:** Gilbert Bath  
**Other:** Homebase Ltd  
**Tenant:** Pound Shops Ltd  
**Tenant Agent:** Unrepresented

**Notes:**

Pound Shops Ltd has taken 21,000 sq ft (1,950 sq m) of ground and first-floor retail space from Homebase Ltd on a sublease expiring in June 2014 at £60,000 pa, equating to £2.86 psf (£30.75 psm). Angermann Goddard & Loyd and Gilbert Bath acted on behalf of Homebase Ltd. Pound Shops Ltd were unrepresented. The quoting rent was £125,000 pa, equating to £5.95 psf (£64.07 psm). Achieved rent confirmed by Daniel Berrevoets at Angermann Goddard Loyd. (CoStar Research 21/06/2010 )

**Property Description:**

The property comprises a brick built two storey retail building, built circa 1988. Internally, the property comprises a ground floor and first floor sales area. The property also has a garden centre and a service yard to the rear. The total accommodation is approximately 21,000 sq ft.

**Amenities:**

8 Car Parking Spaces, Yard

**16**

Three Spires  
Shopping Centre  
Gresley Row  
Lichfield  
Ws13 6nf



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 14/05/2010  
**Days on market:** 898

**Total Size:** 1,524 sq ft (142 sq m)

**Quoted Rent:** £129,997 at £85.30 psf  
**Achieved Rent:** £58,000 at £38.06 psf  
**Rates:** £49,955

**Rent Free Period:** 3 month(s)  
**Lease End:** 13/05/2020  
**Break Options:** 13/05/2015  
**Landlord Agent:** BNP Paribas Real Estate UK  
 Harry Ward  
 Tel :020 7338 4364  
 Caroline Booth  
 Tel :020 7484 8141

**Tenant:** Card Factory

**Notes:**

Card Factory has taken 1,524 sq ft (141.58 sq m) of ground and first-floor retail space within unit 2 on a 10-year lease at £58,000 pa, equating to £38.06 psf (£409.65 psm), subject to an option to break in year five. BNP Paribas Real Estate UK acted on behalf of the landlord. Three months rent-free period was agreed. The quoting rent was £130,000 pa, equating to £85.00 psf (£918.18 psm). Confirmed by Caroline Booth at BNP Paribas Real Estate UK. (CoStar Research 24/05/2010 )

**Property Description:**

Three Spires Shopping Centre is partially covered shopping centre focused around Bakers Lane. The property was constructed in 1965 of masonry and totals approximately 100,000 sq ft (9,290 sq m).

**Amenities:**

Storage Space

**29**

12 Cedar Drive  
 Tamworth  
 B79 8ql

**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 07/05/2010  
**Days on market:** 79

**Total Size:** 518 sq ft (48 sq m)

**Quoted Rent:** £5,501 at £10.62 psf  
**Achieved Rent:** £5,500 at £10.62 psf  
**Rates:** £1,684

**Lease End:** 06/05/2013  
**Landlord:** Tamworth Borough Council  
 Paul Evans  
 Tel :01827 709 709  
 Fax :01827 709 271

**Landlord Agent:** Tamworth Borough Council  
 Paul Evans  
 Tel :01827 709 709  
 Fax :01827 709 271

**Tenant Agent:** Unrepresented

**Notes:**

An undisclosed tenant has taken 638sq ft (59sq m) of ground-floor retail space from Tamworth Borough Council on a three-year lease at £5,500pa, equating to £5.03psf (£93.22psm. Tamworth Borough Council represented themselves. The tenant was unrepresented. The quoting & achieved rent of £5,500p.a was confirmed by Paul Evans at Tamworth Borough Council. (CoStar Research 19/05/2010 )

**Property Description:**

The property comprises a two storey building of masonry construction under a pitched and tiled roof with ground floor retail accommodation of 638 sq.ft and first floor residential space. The property was built circa 1930.

**Amenities:**

Glazed frontage, Storage Space, WC's

**30**

7-9 Tamworth Street  
 Lichfield  
 Ws13 6jp



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Freehold Sold  
**Date:** 30/04/2010  
**Days on market:** 344

**Total Size:** 768 sq ft (71 sq m)

**Rates:** £27,000  
**Achieved Price:** £285,000

**Vendor Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Vendor:** Mr T P Li  
**Purchaser:** Price Dyson Holdings Ltd  
**Purchaser Agent:** Unrepresented

**Notes:**

Price Dyson Holdings Ltd has purchased the freehold interest in 768 sq ft (71 sq m) of retail space from Mr T P Li. Kingston CPC acted on behalf of Mr T P Li. Price Dyson Holdings Ltd were unrepresented. The quoting price was £295,000. Achieved price confirmed by Paula Crowton-Banks at Kingston CPC. (CoStar Research 07/05/2010 )

**Property Description:**

The property comprises a three storey Grade II Listed building with ground floor sales area.

**Amenities:**

Storage Space, WC's

**31**Trooper Inn  
Watling Street  
Wall  
Ws14 0an

**Use(s):** Public House  
**Grade:** Second Hand  
**Type:** Freehold Sold  
**Date:** 12/04/2010  
**Days on market:** 156

**Total Size:** 2,426 sq ft (225 sq m)

**Rates:** £12,368

**Vendor Agent:** Christie & Co  
Paul Reilly  
Tel :0121 456 1222

**Notes:**

An undisclosed tenant has taken 2,426 sq ft (225 sq m) of public house space, on confidential sale terms. Christie & Co acted on behalf of the purchaser. No incentives were disclosed. The quoting price was £350,000. (CoStar Research 26/01/2011 )

**Property Description:**

The property comprises a two storey detached property of brick construction with part rendered elevations under a pitched tiled roof.

**Amenities:**

WC's

**12**Swan Island  
Shopping Centre  
Chase Road  
Burntwood  
Ws7 0dw

**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 09/04/2010  
**Days on market:** 70

**Total Size:** 666 sq ft (62 sq m)

**Quoted Rent:** £20,340 at £30.54 psf  
**Achieved Rent:** £20,340 at £30.54 psf  
**Rates:** £4,089

**Rent Free Period:** 3 month(s)  
**Lease End:** 08/04/2025  
**Rent Reviews:** 08/04/2015, 08/04/2020  
**Landlord Agent:** Lawrence & Wightman  
Stephen D Sutton  
Tel :01217 082 266  
Fax :0121 707 1964

**Tenant Agent:** Unrepresented

**Notes:**

A private individual has taken 666 sq ft (62 sq m) of ground-floor retail space from an undisclosed landlord on a 15-year lease at £20,340.00pa, equating to £30.54 psf (£328.06 psm), subject to an upwards rent review every five years. Lawrence & Wightman acted on behalf of the landlord. Three months rent-free period was agreed. The tenant was unrepresented. The quoting rent & achieved rent was confirmed by Stephen Sutton at Lawrence & Wightman. (CoStar Research 23/04/2010 )

**Property Description:**

Traditional three storey building of masonry construction with ground floor retail accommodation and first/second floor residential accommodation. The property was built during 1967.

**Amenities:**

Car Parking, Storage Space, WC's

**32**

6 Brewery Street  
Rugeley  
Ws15 2dy

**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/04/2010  
**Days on market:** 282

**Total Size:** 628 sq ft (58 sq m)

**Achieved Rent:** £8,000 at £12.74 psf  
**Rates:** £6,975

**Lease End:** 31/03/2015  
**Break Options:** 01/04/2011  
**Landlord:** London & Associated Properties Plc  
**Tenant:** Mrs Evans  
**Landlord Agent:** Unrepresented  
**Tenant Agent:** Unrepresented

**Notes:**

Mrs Evans trading as A D Appliances has taken 628 sq ft (58.34 sq m) of ground-floor retail space from London & Associated Properties Plc on a five-year lease at £8,000 pa, equating to £12.73 psf (£137.12 psm), subject to a tenant option to break in year one. London & Associated Properties Plc acted on behalf of themselves. Mrs Evans was unrepresented. Achieved rent confirmed by Mike Brazier at London & Associated Properties Plc. (CoStar Research 09/02/2010 )

**Property Description:**

The property comprises a terraced retail unit of traditional masonry construction.

**33**

7 Lower Brook Street  
Rugeley  
Ws15 2da



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/04/2010  
**Days on market:** 429

**Total Size:** 8,120 sq ft (754 sq m)

**Quoted Rent:** £100,000  
**Rates:** £35,112

**Landlord Agent:** Jenkins Law Associates Ltd  
 David Brown  
 Tel :020 7440 1840  
 Paul Jenkins  
 Tel :020 7440 1840

**Tenant:** Peacocks Stores Ltd

**Notes:**

Peacocks Stores Ltd has taken 11,877 sq ft (1,103 sq m) of retail space on undisclosed lease terms. Jenkins Law Associates Ltd acted on behalf of the landlord. The quoting rent was £100,000 pa. Deal confirmed by David Brown at Jenkins Law Associates Ltd. (CoStar Research 02/06/2010 )



**Property Description:**




The property comprises a 2 storey purpose built retail building.




**Amenities:**

Window Frontage



<p><b>34</b></p> <p>Bolt Court Unit 2 Market Street Lichfield Ws13 6la</p> 	<p><b>Use(s):</b> Retail High Street Unit <b>Grade:</b> Second Hand <b>Type:</b> Letting <b>Date:</b> 01/03/2010 <b>Days on market:</b> 185</p> <p><b>Total Size:</b> 148 sq ft (14 sq m)</p> <p><b>Quoted Rent:</b> £4,501 at £30.41 psf <b>Achieved Rent:</b> £4,500 at £30.41 psf <b>Service Charge:</b> £314 <b>Rates:</b> £4,000</p> <p><b>Lease End:</b> 28/02/2013 <b>Break Options:</b> 31/08/1011 <b>Tenant:</b> Carl Anthony Hope <b>Landlord:</b> John Millard &amp; William Payne <b>Landlord Agent:</b> Kingston Cpc</p> <p><b>Tenant Agent:</b> Tel :01543 414 300 Unrepresented</p> <p><b>Notes:</b> Carl Anthony Hope has taken 148 sq ft (13 sq m) of retail space on a three year lease from John Millard &amp; William Payne at £4,500 pa, equating to £30.40 psf (£327.28 psm) subject to a break after 18 months. Kingston CPC acted on behalf of John Millard &amp; William Payne. Carl Anthony Hope was unrepresented. The quoting rent was £4,500 pa. Achieved rent was confirmed by Paula Crowton-Banks at Kingston CPC. (CoStar Research 24/02/2010 )</p> <p><b>Property Description:</b> The property comprises a two-storey detached retail unit.</p>
<p><b>35</b></p> <p>4 Brewery Street Rugeley Ws15 2dy</p>	<p><b>Use(s):</b> Retail High Street Unit <b>Type:</b> Letting <b>Date:</b> 01/02/2010</p> <p><b>Total Size:</b> 657 sq ft (61 sq m)</p> <p><b>Achieved Rent:</b> £8,000 at £12.18 psf</p> <p><b>Lease End:</b> 31/01/2015 <b>Break Options:</b> 01/02/2011 <b>Landlord:</b> London &amp; Associated Properties Plc <b>Tenant:</b> Mr Collis <b>Landlord Agent:</b> Unrepresented <b>Tenant Agent:</b> Unrepresented</p> <p><b>Notes:</b> Mr Collis trading as Big On Gifts has taken 657 sq ft (61.04 sq m) of ground-floor retail space from London &amp; Associated Properties Plc on a five-year lease at £8,000 pa, equating to £12.73 psf (£137.12 psm), subject to a tenant option to break in year one. London &amp; Associated Properties Plc acted on behalf of themselves. Mr Collis was unrepresented. Achieved rent confirmed by Mike Brazier at London &amp; Associated Properties Plc.</p> <p><b>Property Description:</b> The property comprises a terraced retail unit of traditional masonry construction.</p>
<p><b>36</b></p> <p>267 High Street Chasetown Burntwood Ws7 8xj</p> 	<p><b>Use(s):</b> Retail High Street Unit <b>Grade:</b> Second Hand <b>Type:</b> Freehold Sold <b>Date:</b> 21/12/2009 <b>Days on market:</b> 570</p> <p><b>Total Size:</b> 1,112 sq ft (103 sq m)</p> <p><b>Vendor Agent:</b> Nicholas Brett &amp; Co Nicholas Brett Tel :01527 875 669 Fax :01527 875512</p> <p><b>Notes:</b> An undisclosed purchaser has bought the freehold interest in 1,112 sq ft (103 sq m) of premises suitable for retail/office/health uses for a confidential price. Nicholas Brett &amp; Co acted on behalf of the vendor. The quoting price was £200,000. (CoStar Research 04/03/2010 )</p> <p><b>Property Description:</b> The property comprises a two storey building of traditional brick construction.</p>

<p><b>5</b></p> <p>10-12 Upper Brook Street Rugeley Ws15 2dn</p> 	<p><b>Use(s):</b> Mixed Retail <b>Type:</b> Freehold Investment Sold at Auction <b>Date:</b> 10/12/2009</p> <p><b>Guide Price:</b> £200,000 <b>Income:</b> £17,500 <b>Yield:</b> 8.75 %</p> <p><b>Lease End:</b> 02/01/2027</p> <p><b>Auctioneer:</b> BARNETT ROSS LTD <b>Lot Number:</b> 40</p> <p><b>Notes:</b> A mid terraced building comprising a Ground Floor Shop which has a secondary retail entrance at the rear fronting the town centre bus station. VAT is NOT payable in respect of this lot. Leasehold for a term of 999 years from completion at a peppercorn ground rent.</p> <p><b>Lease Information:</b> Ground floor shop. Lease FRI 20 years from 04 JAN 2007 to 03 JAN 2027. Rent £17500 pa. Rent reviews 5 yearly Tenant: WILLIAM HILL ORGANIZATION LTD</p> <p><b>Property Description:</b> A mid terraced building comprising a Ground Floor Shop which has a secondary retail entrance at the rear fronting the town centre bus station.</p>
<p><b>13</b></p> <p>29-29a Market Square Rugeley Ws15 2bw</p> 	<p><b>Use(s):</b> Mixed Retail <b>Type:</b> Freehold Investment Sold at Auction <b>Date:</b> 09/12/2009</p> <p><b>Total Size:</b> 3,963 sq ft (368 sq m)</p> <p><b>Guide Price:</b> £750,000 <b>Sale Price:</b> £765,000 <b>Income:</b> £50,000 <b>Yield:</b> 6.54 %</p> <p><b>Lease End:</b> 06/12/2023</p> <p><b>Auctioneer:</b> JONES LANG LASALLE <b>Lot Number:</b> 44</p> <p><b>Notes:</b> The property comprises a self-contained banking hall and a self-contained retail unit both of which benefit from first floor ancillary accommodation. In addition the property benefits from on-site car parking to the rear. The entire property is let to Bank of Scotland plc, trading as Halifax, for a term of 15 years from 8th December 2008 until 2023 on a full repairing and insuring lease. Please note, Unit 29A has been sub-let by the tenant.</p> <p><b>Lease Information:</b> Halifax. Let FRI 15 years from 08 DEC 2008 to 07 DEC 2023. Rent £50000 pa. Tenant: HALIFAX PLC</p> <p><b>Property Description:</b> The property comprises a self-contained banking hall and a self-contained retail unit both of which benefit from first floor ancillary accommodation. In addition the property benefits from on-site car parking to the rear.</p>
<p><b>37</b></p> <p>The Vaults Market Square Rugeley Ws15 2bl</p> 	<p><b>Use(s):</b> Public House <b>Grade:</b> Second Hand <b>Type:</b> Freehold Sold <b>Date:</b> 01/12/2009 <b>Days on market:</b> 24</p> <p><b>Total Size:</b> 971 sq ft (90 sq m)</p> <p><b>Rates:</b> £7,215 <b>Achieved Price:</b> £175,000</p> <p><b>Vendor Agent:</b> Christie &amp; Co Paul Reilly Tel :0121 456 1222</p> <p><b>Notes:</b> Sale details confidential. (CoStar Research 25/02/2010 )</p> <p><b>Property Description:</b> A 2-storey corner property of brick construction under a pitched slate roof, with a single-storey extension at the rear.</p> <p><b>Amenities:</b> WC's</p>

<p><b>38</b></p> <p>30 Market Street Lichfield Ws13 6lh</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 25/11/2009  <b>Days on market:</b> 169</p> <p><b>Total Size:</b> 871 sq ft (81 sq m)</p> <p><b>Quoted Rent:</b> £31,504 at £36.17 psf  <b>Rates:</b> £14,429</p> <p><b>Tenant:</b> Greggs Ltd  <b>Landlord Agent:</b> Nicholas Brett &amp; Co  Nicholas Brett  Tel :01527 875 669  Fax :01527 875512</p> <p><b>Notes:</b>  Greggs Ltd has taken 871sq ft (80 sq m) of ground floor retail space on confidential terms. Nicholas Brett &amp; Co acted on behalf of the landlord. The quoting rent was £31,500 pa, equating to £36.16 psf (£389.28 psm). (CoStar Research 02/12/2009 )</p> <p><b>Property Description:</b>  The property comprises a two storey retail premises of traditional masonry construction.</p> <p><b>Amenities:</b>  Storage Space, WC's</p>
<p><b>39</b></p> <p>61 Tamworth Street Lichfield Ws13 6jw</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 01/11/2009  <b>Days on market:</b> 239</p> <p><b>Total Size:</b> 605 sq ft (56 sq m)</p> <p><b>Quoted Rent:</b> £11,000</p> <p><b>Landlord Agent:</b> Kingston Cpc  Laura Lawrence  Tel :01543 414300</p> <p><b>Notes:</b>  Lease details confidential. (CoStar Research 23/11/2009 )</p> <p><b>Property Description:</b>  The property is a traditional three storey building of brick and tile construction. It comprises a lock up shop on the ground floor.</p>
<p><b>2</b></p> <p>5-7 Bow Street Rugeley Ws15 2bt</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 01/11/2009  <b>Days on market:</b> 467</p> <p><b>Total Size:</b> 528 sq ft (49 sq m)</p> <p><b>Quoted Rent:</b> £5,951 at £11.27 psf  <b>Achieved Rent:</b> £5,200 at £9.85 psf  <b>Rates:</b> £1,686</p> <p><b>Lease End:</b> 31/10/2015  <b>Rent Reviews:</b> 31/10/2012  <b>Landlord Agent:</b> Andrew Dixon &amp; Co  Katharine Cope  Tel :01543 506 640  Fax :01543 506654</p> <p><b>Notes:</b>  An unknown tenant has taken 528 sq ft (49 sq m) of retail space on a six-year lease at £5,200 pa, equating to £9.84 psf (£106.01 psm), subject to a rent review in year three. Andrew Dixon &amp; Co acted on behalf of the unknown landlord. No incentives were reported. The tenant was unrepresented. The quoting rent was £5,950 pa, equating to £11.26 psf (£121.30 psm). Achieved rent confirmed by Paula Bywater at Andrew Dixon &amp; Co. (CoStar Research 19/10/2009 )</p>

**27**

Fradley Park  
Units 1-9  
Common Lane  
Lichfield  
Ws13 8ss



**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/11/2009  
**Days on market:** 393

**Total Size:** 1,000 sq ft (93 sq m)

**Quoted Rent:** £16,000 at £16.00 psf

**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Notes:**

An unknown tenant has taken 1,000 sq ft (93 sq m) of retail space on a lease. Kingston CPC acted on behalf of the unknown landlord. The quoting rent was £16,000 pa, equating to £16.00 psf (£172.22 psm). (CoStar Research 01/12/2009 )

**Property Description:**

The property will comprise a high bay warehouse unit of four span portal frame construction, with three-storey office component. In addition a new retail development is also on the site.

**Amenities:**

Car Parking, W/C's

**13**

29-29a Market  
Square  
Rugeley  
Ws15 2bw



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 26/10/2009  
**Days on market:** 186

**Total Size:** 676 sq ft (63 sq m)

**Quoted Rent:** £19,500  
**Rates:** £6,183

**Landlord Agent:** Cushman & Wakefield  
 Robert Alston  
 Tel :0121 232 4902  
 Fax :0121 232 4901

**Notes:**

Lease details confidential. Further details to follow from Cushman & Wakefield (CoStar Research 04/12/2009 )

**Property Description:**

The property comprises a self-contained banking hall and a self-contained retail unit both of which benefit from first floor ancillary accommodation. In addition the property benefits from on-site car parking to the rear.

**Amenities:**

Kitchen Facilities

**40**

193 Chase Road  
Burntwood  
Ws7 0eb



**Use(s):** Retail Park  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/10/2009  
**Days on market:** 384

**Total Size:** 425 sq ft (39 sq m)

**Quoted Rent:** £16,499 at £38.82 psf  
**Achieved Rent:** £13,500 at £31.76 psf

**Lease End:** 27/10/2029  
**Rent Reviews:** 27/10/2014, 27/10/2019, 27/10/2024  
**Tenant:** Kalicharan Viswanathan  
**Landlord Agent:** Kingston Cpc

Laura Lawrence  
Tel :01543 414300  
**Landlord:** Robert & Shirley Paul  
**Tenant Agent:** Unrepresented

**Notes:**

Kalicharan Visanathan has taken 425 sq ft (39 sq m) of retail space from Robert & Shirley Paul on a 20-year lease at £13,500 pa, equating to £31.76 psf (£341.91 psm), subject to a rent review every five years. Kingston CPC acted on behalf of Robert & Shirley Paul. no incentives were reported. Kalicharan Visanathan was unrepresented. The quoting rent was £16,500 pa, equating to £38.82 psf (£417.89 psm). Achieved rent confirmed by Paula Crowton-Banks at Kingston CPC. (CoStar Research 09/11/2009 )

**Property Description:**

The property comprises a two storey building with a retail unit on the ground floor and offices on the first.

**41**

47-49 High Street  
Chasetown  
Cannock  
Ws7 8lx



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/10/2009  
**Days on market:** 169

**Total Size:** 1,292 sq ft (120 sq m)

**Quoted Rent:** £10,000 at £7.74 psf  
**Rates:** £7,600

**Landlord Agent:** Andrew Dixon & Co  
Katharine Cope  
Tel :01543 506 640  
Fax :01543 506654

**Notes:**

An undisclosed tenant has taken 1,292 sq ft (120 sq m) of retail space from the landlord on confidential terms. Andrew Dixons & Co acted on behalf of the landlord. The quoting rent was £10,000 pa. (CoStar Research 07/10/2010 )

**Property Description:**

The property comprises a two storey mid terraced building. The property is built from brick.

**Amenities:**

Car Parking, Fully Fitted Offices, Kitchen Facilities, WC's

**27**

Fradley Park  
Units 1-9  
Common Lane  
Lichfield  
Ws13 8ss



**Use(s):** Shopping Centre  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 14/09/2009  
**Days on market:** 345

**Total Size:** 4,000 sq ft (372 sq m)

**Quoted Rent:** £64,000 at £16.00 psf  
**Achieved Rent:** £52,000 at £13.00 psf

**Rent Free Period:** 6 month(s)  
**Lease End:** 13/09/2024  
**Rent Reviews:** 13/09/2014, 13/09/2019  
**Tenant:** Central Midlands Estates Ltd  
**Landlord:** Fradley District Centre Ltd  
**Landlord Agent:** Kingston Cpc  
 Laura Lawrence  
 Tel :01543 414300

**Tenant Agent:** Unrepresented

**Notes:**

Central Midlands Estates Lts have taken 4,000 sq ft (371 sq m) of retail space from Fradley District Centre Ltd on a 15-year lease at £52,000 pa, equating to £13.00 psf (£139.93 psm) in year one, rising to £56,000 pa, equating to £14.00 psf (£150.69 psm) in year two and to £60,000 pa, equating to £15.00 psf (£161.46 psm) in year three, subject to a rent review every five years. Kingston CPC acted on behalf of the Fradley District Ltd. Central Midlands Estates Ltd were unrepresented. The quoting rent was £64,000 pa, equating to £16.00 psf (£172.22 psm). Achieved rent confirmed by Paula Crowton-Banks at Kingston CPC. (CoStar Research 13/10/2009 )

**Property Description:**

The property will comprise a high bay warehouse unit of four span portal frame construction, with three-storey office component. In addition a new retail development is also on the site.

**Amenities:**

Car Parking, WC's

**42**

Key House  
Brewery Street  
Rugeley  
Ws15 2dy



**Use(s):** Retail High Street Unit  
**Type:** Letting  
**Date:** 01/09/2009  
**Days on market:** 766

**Total Size:** 350 sq ft (33 sq m)

**Quoted Rent:** £7,995  
**Rates:** £2,402

**Landlord Agent:** Andrew Dixon & Co  
 Edward Home  
 Tel :01543 506 640  
 Fax :01543 506654

**Notes:**

Lease details confidential. (CoStar Research 09/09/2009 )

**43**

15-17 Market Square  
Rugeley  
Ws15 2bj



**Use(s):** Retail High Street Unit  
**Type:** Letting  
**Date:** 01/09/2009  
**Days on market:** 319

**Total Size:** 700 sq ft (65 sq m)

**Quoted Rent:** £13,000  
**Rates:** £4,851

**Landlord Agent:** Andrew Dixon & Co  
 Katharine Cope  
 Tel :01543 506 640  
 Fax :01543 506654

**Notes:**

Lease details confidential. (CoStar Research 09/09/2009 )

**Property Description:**

The property comprises a ground floor lock-up retail unit.

**5**

10-12 Upper Brook  
Street  
Rugeley  
Ws15 2dn



**Use(s):** Retail High Street Unit  
**Type:** Letting  
**Date:** 01/09/2009  
**Days on market:** 406

**Total Size:** 1,581 sq ft (147 sq m)

**Quoted Rent:** £15,000  
**Rates:** £4,967

**Landlord Agent:** Andrew Dixon & Co  
Edward Home  
Tel :01543 506 640  
Fax :01543 506654

**Notes:**  
Lease details confidential. (CoStar Research 09/09/2009 )

**44**

Lambourne House  
Bridge Cross Road  
Burntwood  
Ws7 2bx



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 28/08/2009  
**Days on market:** 93

**Total Size:** 767 sq ft (71 sq m)

**Quoted Rent:** £10,002 at £13.04 psf  
**Achieved Rent:** £9,500 at £12.39 psf  
**Rates:** £6,300

**Rent Free Period:** 3 month(s)  
**Lease End:** 27/08/2014  
**Break Options:** 27/02/2011  
**Landlord Agent:** Kingston Cpc  
Laura Lawrence  
Tel :01543 414300

**Tenant:** Legacy Leg Tanners Ltd  
**Landlord Agent:** Stephens McBride  
**Tenant Agent:** Unrepresented  
**Landlord:** Uptak Investments




**Notes:**  
Legacy Leg Tanners Ltd has taken 767 sq ft (71 sq m) of ground-floor retail space at Unit 6 from Uptak Investments on a five-year lease at £9,500 pa, equating to £12.38 psf (£133.32 psm) in year one to three, rising to £10,000 pa, equating to £13.03 psf (£140.34 psm) in year four and five, subject to an option to break after eighteen months. Stephens McBride & Kingston CPC acted on behalf of Uptak Investments. Legacy Leg Tanners Ltd was unrepresented. The quoting rent was £10,000 pa, equating to £13.03 psf (£140.34 psm). Achieved rent confirmed by Helen McBride at Stephens McBride. (CoStar Research 04/09/2009 )

**Property Description:**




The property comprises a ground floor retail premises within two storey building of masonry construction under a pitched and tiled roof.

**Amenities:**

Car Parking, WC's

<p><b>45</b></p> <p>25-27 Market Street Lichfield Ws13 6la</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 26/08/2009  <b>Days on market:</b> 126</p> <p><b>Total Size:</b> 14,495 sq ft (1,347 sq m)</p> <p><b>Achieved Rent:</b> £50,000 at £3.45 psf</p> <p><b>Lease End:</b> 25/08/2019  <b>Rent Reviews:</b> 25/08/2014  <b>Break Options:</b> 25/08/2014  <b>Tenant:</b> B &amp; M Retail Ltd  <b>Tenant Agent:</b> Burns Property Consultants  <b>Landlord Agent:</b> Kingston Cpc  Laura Lawrence  Tel :01543 414300</p> <p><b>Landlord:</b> Lichfield District Council</p> <p><b>Notes:</b>  B &amp; M Retail Ltd has taken 14,495 sq ft (1,346 sq m) of retail space from Lichfield District Council on a 10-year lease at £50,000 pa, equating to £3.44 psf (£37.13 psm) rising in year two to £100,000 pa, equating to £6.89 psf (74.26 psm), subject to a rent review and an option to break in year five. Kingston CPC acted on behalf of Lichfield District Council. No incentives were reported. Burns Property Consultants acted on behalf of B &amp; M Retail Ltd. Achieved rent confirmed by Paula Crowton-Banks at Kingston CPC. (CoStar Research 08/09/2009 )</p> <p><b>Property Description:</b>  The property comprises a two storey building of brick and tile construction with a flat roof.</p> <p><b>Amenities:</b>  Goods Lift, WC's</p>
<p><b>46</b></p> <p>4 Sandford Street Lichfield Ws13 6qa</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Freehold Sold  <b>Date:</b> 12/08/2009  <b>Days on market:</b> 239</p> <p><b>Total Size:</b> 612 sq ft (57 sq m)</p> <p><b>Achieved Price:</b> £220,000</p> <p><b>Vendor Agent:</b> Burley Browne  David Hemming  Tel :0121 321 3441  Fax :0121 643 1495</p> <p><b>Notes:</b>  Sale details confidential. (CoStar Research 14/08/2009 )</p> <p><b>Property Description:</b>  The property comprises a building of brick construction under a part pitched tiled and part flat felted roof.</p>
<p><b>22</b></p> <p>55-57 Wade Street Lichfield Ws13 6hl</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Type:</b> Freehold Sold  <b>Date:</b> 07/08/2009  <b>Days on market:</b> 385</p> <p><b>Total Size:</b> 3,168 sq ft (294 sq m)</p> <p><b>Rates:</b> £19,751</p> <p><b>Vendor Agent:</b> Burley Browne  David Hemming  Tel :0121 321 3441  Fax :0121 643 1495</p> <p><b>Notes:</b>  Sale details confidential. (CoStar Research 14/08/2009 )</p> <p><b>Property Description:</b>  The property comprises a mixed use three storey building with retail on the ground floor and office accommodation above.</p>



<p><b>47</b></p> <p>Tudor Row 8 Wade Street Lichfield Ws13 6hh</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Freehold Sold  <b>Date:</b> 07/08/2009  <b>Days on market:</b> 385</p> <p><b>Total Size:</b> 520 sq ft (48 sq m)</p> <p><b>Rates:</b> £4,666</p> <p><b>Lease End:</b> 31/03/2011  <b>Vendor Agent:</b> Burley Browne</p> <p>Tel :0121 321 3441  Fax :0121 321 3676  David Hemming  Tel :0121 321 3441  Fax :0121 643 1495</p> <p><b>Notes:</b>  Sale details confidential. (CoStar Research 14/08/2009 )  <b>Property Description:</b>  The property comprises a two storey double fronted building of brick construction.</p>
<p><b>48</b></p> <p>Centurion 110 Chase Road Burntwood Ws7 0ds</p> 	<p><b>Use(s):</b> Public House  <b>Grade:</b> Second Hand  <b>Type:</b> Freehold Sold  <b>Date:</b> 03/08/2009  <b>Days on market:</b> 31</p> <p><b>Total Size:</b> 8,983 sq ft (835 sq m)</p> <p><b>Achieved Price:</b> £150,000</p> <p><b>Vendor Agent:</b> Paramount Investments  Toria Lord  Tel :020 7644 2334  Fax :020 7604 3457</p> <p><b>Notes:</b>  Sale details confidential. (CoStar Research 21/08/2009 )  <b>Property Description:</b>  The property comprises of Public House accommodation.</p>
<p><b>49</b></p> <p>28-30 Bore Street Lichfield Ws13 6ll</p> 	<p><b>Use(s):</b> Retail High Street Unit  <b>Grade:</b> Second Hand  <b>Type:</b> Letting  <b>Date:</b> 01/08/2009  <b>Days on market:</b> 29</p> <p><b>Total Size:</b> 441 sq ft (41 sq m)</p> <p><b>Landlord Agent:</b> Kingston Cpc  Laura Lawrence  Tel :01543 414300</p> <p><b>Notes:</b>  Lease details confidential. (CoStar Research 12/08/2009 )  <b>Property Description:</b>  The property comprises ground floor retail accommodation.</p>

50

Barton Marina  
Barton Turn  
Barton Under  
Needwood  
De13 8as



**Use(s):** Retail High Street Unit  
**Grade:** Second Hand  
**Type:** Letting  
**Date:** 01/08/2009  
**Days on market:** 128

**Total Size:** 996 sq ft (93 sq m)

**Quoted Rent:** £12,002 at £12.05 psf

**Landlord Agent:** Rushton Hickman Ltd  
Rachel Mallinson  
Tel :01283 517 747  
Fax :01283 517 656

**Notes:**

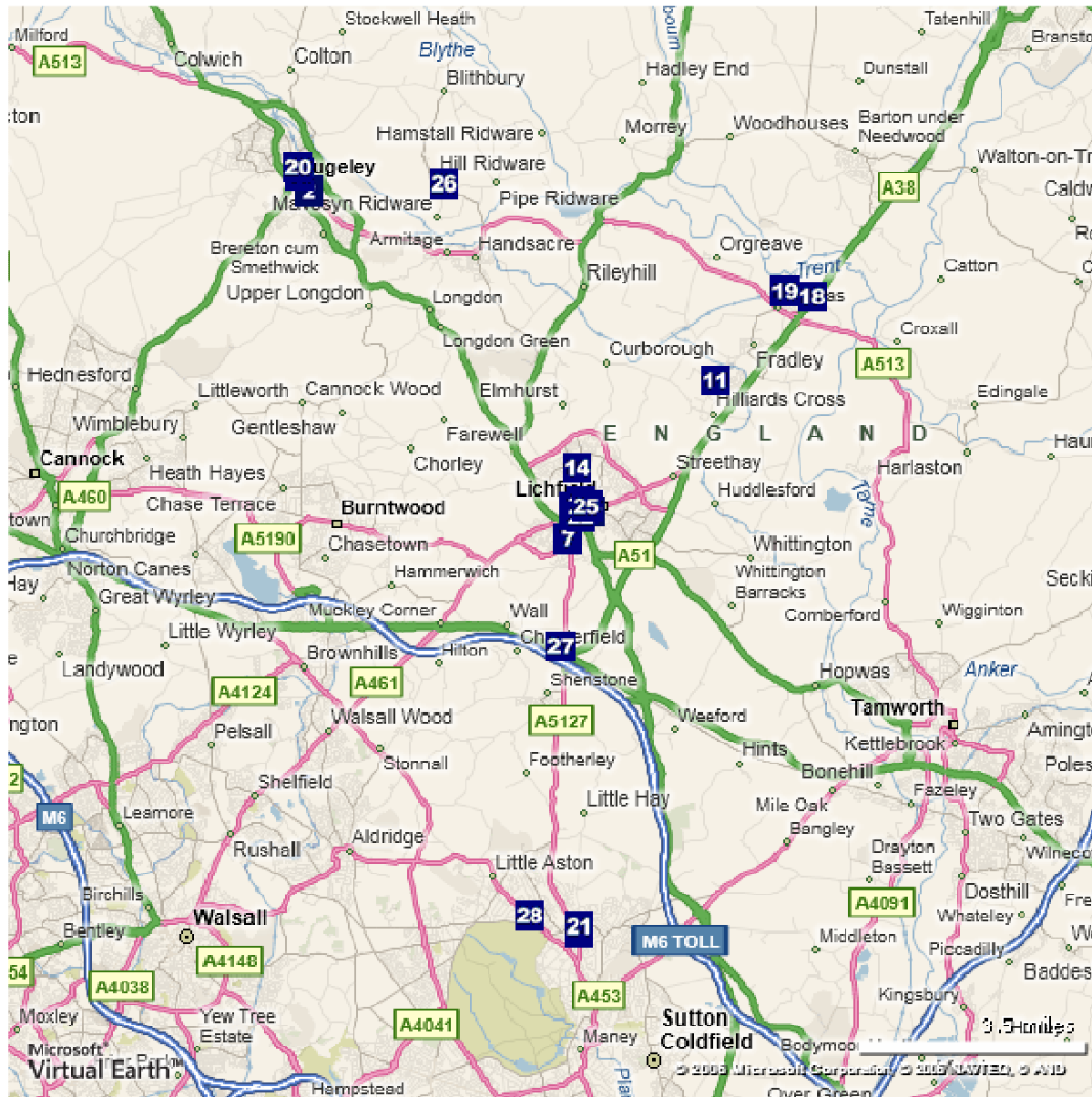
An unknown party has taken 996 sq ft (93 sq m) of ground-floor retail space. Rushton Hickman acted on behalf of the landlord. The quoting rent was £ 12,000 pa, equating to £ 12.04 psf (£ 129.69 psm). (CoStar Research 09/02/2010 )



**Property Description:**




Barton Marina was established from a former gravel pit and now has mooring for 300 canal boats linked into the Trent and Mersey Canal. The complex houses a public house, two restaurants, retail and office space and boasts a picturesque promenade. Part of the National Forest




# Appendix B – Details of Available Retail Properties in Lichfield District




# AVAILABLE SPACE






	Address	Floors & Charges	Terms	Description/Amenities	Agent	
1	21-23 Albion Street Rugeley WS15 2BY 	<b>Use:</b> Retail <b>Rent:</b> Per Annum  Ground Floor sales Total Ancillary  <b>TOTAL</b>  <b>Sale Price:</b> <b>Rates:</b> <b>Service Charge:</b>	Retail Per Annum  <b>Sq Ft</b> <b>Sq M</b> 610        57        Available 800        74  <b>1,410</b> <b>131</b>  £99,950 Guide Price Rates Payable £2,732 per annum Not Quoting	Freehold  Offers in the region of £99950 exclusive of VAT if applicable, are invited for the benefit of the freehold interest in the property. On completion of legal formalities	<b>Location:</b> High Street  <b>Use Class:</b> A1 (shops)  The available space comprises two lock-up retail units on the ground floor with access through one to a first floor area over both accommodating office, store room, staff and W.C. facilities. Timber and glazed shop fronts are fitted along with electrically and manually operated security shutters and an intruder alarm system. The premises are now available following the closure of the former pet shop business and their availability offers an ideal opportunity for a purchaser to acquire a freehold property for either owner occupation purposes or as an investment following its subsequent letting either as one unit or reinstated to provide the original two outlets.  <b>Grade:</b> Second Hand  <b>Last Update:</b> 18/08/2011	MILLAR SANDY Ms Joanne Richardson 01785 244400(Tel) 01785 244 901(Fax) joanne@millarsandy.com
2	Beckett House 31 Armitage Road Rugeley WS15 1DQ 	<b>Use:</b> Retail <b>Rent:</b> Per Annum  Ground Floor sales Total Ancillary  <b>TOTAL</b>  <b>Sale Price:</b> <b>Rates:</b> <b>Service Charge:</b>	Retail Per Annum  <b>Sq Ft</b> <b>Sq M</b> 765        71        Available 760        71  <b>1,525</b> <b>142</b>  £195,000 Guide Price Rates differ for each floor / unit No service charge payable	Freehold  Offers in the region of £195,000, exclusive of VAT if applicable, are invited for the benefit of the freehold interest. Ground Floor Rateable Value : £3,900 Uniform Business Rates payable per annum (2011/12) : £1,688.70 First Floor Rateable Value : £4,300 Uniform Business Rates payable per annum (2011/12) : £1,861.90. Planning Consent No. CH/10/0205, issued by Cannock Chase Council on the 6th June 2010, currently applies to the first floor space and permits a change of use to a two bedroomed flat with conditions. A copy of the Consent will be provided on request. On completion of legal formalities	<b>Location:</b> Out Of Town  <b>Use Class:</b> A1 (shops)  The available space comprises a ground floor retail unit with first floor office/possible residential accommodation. The ground floor of the premises has been used as a tanning salon and a separate access at the side leads to largely open-plan office space at first floor level. The upper floor office part provides high-quality centrally-heated accommodation with air-conditioning, laminate flooring, Category 2 lighting and Category 5 wiring installed, and would be suitable for a wide variety of commercial uses subject to any planning consent considered appropriate by the relevant local authority. Permission has already been granted for conversion to a residential flat. The availability of the property offers a prospective purchaser with an ideal opportunity to acquire a freehold interest with the ability to either occupy the whole or let off part to create an income producing investment.  <b>Grade:</b> Second Hand  <b>Last Update:</b> 18/08/2011	MILLAR SANDY Ms Joanne Richardson 01785 244400(Tel) 01785 244 901(Fax) joanne@millarsandy.com




<p><b>3</b></p>	<p>32 Bakers Lane Lichfield WS13 6NL</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £72,500 Per Annum Per Annum</p> <p>Interior Width 24</p> <p>Ground Floor sales 2,038 Total Ancillary 1,770</p> <p><b>TOTAL</b> <b>3,808</b>    <b>354</b></p> <p><b>Rates:</b> Rates Payable £40,053 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprise a ground floor retail unit consisting of ground floor sales area with first floor ancillary accommodation.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
<p><b>3</b></p>	<p>19 Bakers Lane Lichfield WS13 6NF</p> 	<p><b>Use:</b> Retail <b>Rent:</b> In the region of £47,500 pa Per Annum</p> <p>Interior Width 19</p> <p>Ground Floor sales 616 Total Ancillary 507</p> <p><b>TOTAL</b> <b>1,123</b>    <b>104</b></p> <p><b>Rates:</b> Rates Payable £19,593 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a large ground floor retail unit with first floor ancillary accommodation.The unit is adjacent to Vision Express and other occupiers of note in the immediate vicinity include Marks &amp; Spencer Simply Food, W H Smith, Superdrug, T J Hughes and Argos.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 26/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
<p><b>3</b></p>	<p>30 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £125,000 Per Annum Per Annum</p> <p>Interior Width 34</p> <p>Ground Floor sales 3,979 Total Ancillary 3,383</p> <p><b>TOTAL</b> <b>7,362</b>    <b>684</b></p> <p><b>Rates:</b> Rates Payable £56,290 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit together with first floor ancillary accommodation. The subject unit occupies a prime position within the Three Spires Shopping Centre on Bakers Lane and is adjacent to Orange, and other occupier of note in the immediate vicinity include W H Smith, T J Hughes, Game and Bon Marche.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>




<p><b>3</b></p>	<p>37 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £70,000 Per Annum Per Annum</p> <p>Interior Width 23                      <b>M</b>                      7</p> <p><b>Sq Ft</b>                      <b>Sq M</b> Ground Floor sales                      2,098                      195                      Available Total Ancillary                      927                      86</p> <p><b>TOTAL</b>                      <b>3,025</b>                      <b>281</b></p> <p><b>Rates:</b> Rates Payable £33,774 per annum <b>Service Charge:</b> £12,000 <b>Total Outgoings:</b> £55.18 psf</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to fiveyearly upward only rent reviews. Each party is to be responsible for their own legal costs incurred in any transaction. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a large ground floor retail unit with first floor ancillary accommodation. The property may be suitable for subdivision, with further details upon request.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
<p><b>3</b></p>	<p>41 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £49,500 Per Annum Per Annum</p> <p>Interior Width 23                      <b>M</b>                      7</p> <p><b>Sq Ft</b>                      <b>Sq M</b> Ground Floor sales                      1,509                      140                      Available Total Ancillary                      920                      85</p> <p><b>TOTAL</b>                      <b>2,429</b>                      <b>226</b></p> <p><b>Rates:</b> Rates Payable £27,929 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The subject premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to 5 yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit with first floor ancillary accommodation. The subject premises occupy a prime position within the Three Spires Shopping Centre on Bakers Lane and are adjacent to Costa Coffee and other occupiers of note in the immediate vicinity include TJ Hughes Department Store and W H Smith.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 13/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
<p><b>4</b></p>	<p>4 Bakers Lane Lichfield WS13 6NF</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £87,500 Per Annum Per Annum</p> <p>Interior Width 25                      <b>M</b>                      8</p> <p><b>Sq Ft</b>                      <b>Sq M</b> Ground Floor sales                      1,210                      112                      Available Total Ancillary                      2,138                      199</p> <p><b>TOTAL</b>                      <b>3,348</b>                      <b>311</b></p> <p><b>Rates:</b> Rates Payable £32,085 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. Each party is to be responsible for their own legal costs incurred in any transaction. Rateable Value £77,500 Rate in £ (2010/2014) 41.4p Rates Payable £32,085 On completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit with first and second floor ancillary accommodation. Loading is facilitated from the rear of a dedicated loading yard.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 11/07/2011</p>	<p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>




<p><b>3</b></p>	<p>15-17 Bakers Lane Lichfield WS13 6NF</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £65,000 Per Annum Per Annum</p> <p>Interior Width</p> <p>Ground Floor sales Total Ancillary</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> Rates Payable £30,960 per annum <b>Service Charge:</b> Not Quoting</p> <table border="0"> <tr> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>27</td> <td>8</td> <td></td> </tr> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>1,080</td> <td>100</td> <td></td> </tr> <tr> <td>587</td> <td>55</td> <td></td> </tr> <tr> <td><b>1,667</b></td> <td><b>155</b></td> <td></td> </tr> </table>	<b>Ft</b>	<b>M</b>		27	8		<b>Sq Ft</b>	<b>Sq M</b>	Available	1,080	100		587	55		<b>1,667</b>	<b>155</b>		<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The subject premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to 5 yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail space arranged over ground and first floors. The subject premises occupy a prime position within the Three Spires Shopping Centre on Bakers Lane and is adjacent to Jessops and The Pier and other occupiers of note in the immediate vicinity include Marks &amp; Spencers Simply Food, Bon Marche, Smart Ideas and W H Smith.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 13/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
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<p><b>3</b></p>	<p>4 Bakers Lane Lichfield WS13 6NF</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £70,000 Per Annum Per Annum</p> <p>Ground Floor sales</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> Rates Payable £33,558 per annum <b>Service Charge:</b> Not Quoting</p> <table border="0"> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>3,348</td> <td>311</td> <td></td> </tr> <tr> <td><b>3,348</b></td> <td><b>311</b></td> <td></td> </tr> </table>	<b>Sq Ft</b>	<b>Sq M</b>	Available	3,348	311		<b>3,348</b>	<b>311</b>		<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail accommodation on the ground, first and second floors.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>									
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<b>3,348</b>	<b>311</b>																						
<p><b>3</b></p>	<p>38-40 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £65,000 Per Annum Per Annum</p> <p>Interior Width</p> <p>Ground Floor sales Total Ancillary</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> Rates Payable £28,578 per annum <b>Service Charge:</b> £10,343 pa <b>Total Outgoings:</b> £51.42 psf</p> <table border="0"> <tr> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>38</td> <td>11</td> <td></td> </tr> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>2,021</td> <td>188</td> <td></td> </tr> <tr> <td>638</td> <td>59</td> <td></td> </tr> <tr> <td><b>2,659</b></td> <td><b>247</b></td> <td></td> </tr> </table>	<b>Ft</b>	<b>M</b>		38	11		<b>Sq Ft</b>	<b>Sq M</b>	Available	2,021	188		638	59		<b>2,659</b>	<b>247</b>		<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The subject premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. Immediately on completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit with first floor ancillary accommodation. Loading is facilitated from the rear.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
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<p><b>3</b></p>	<p>45 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> In the region of £77,500 pa Per Annum</p> <p>Interior Width Ground Floor sales Total Ancillary</p> <table border="0"> <tr> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>23</td> <td>7</td> <td></td> </tr> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>1,839</td> <td>171</td> <td></td> </tr> <tr> <td>1,718</td> <td>160</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>3,557</b></td> <td><b>330</b></td> </tr> </table> <p><b>Rates:</b> Rates Payable £33,558 per annum <b>Service Charge:</b> Not Quoting</p>	<b>Ft</b>	<b>M</b>		23	7		<b>Sq Ft</b>	<b>Sq M</b>	Available	1,839	171		1,718	160		<b>TOTAL</b>	<b>3,557</b>	<b>330</b>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a large ground floor retail unit with first floor ancillary accommodation.The unit is adjacent to Costa Coffee and other occupiers of note in the immediate vicinity include Marks &amp; Spencer Simply Food, W H Smith, Superdrug, T J Hughes and Argos.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 26/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
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<p><b>3</b></p>	<p>44 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £30,000 Per Annum Per Annum</p> <p>Interior Width Ground Floor sales</p> <table border="0"> <tr> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>14</td> <td>4</td> <td></td> </tr> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>482</td> <td>45</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>482</b></td> <td><b>45</b></td> </tr> </table> <p><b>Rates:</b> Rates Payable £9,959 per annum <b>Service Charge:</b> Not Quoting</p>	<b>Ft</b>	<b>M</b>		14	4		<b>Sq Ft</b>	<b>Sq M</b>	Available	482	45		<b>TOTAL</b>	<b>482</b>	<b>45</b>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The subject premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to 5 yearly upward only rent reviews. Service charge on application. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail accommodation arranged over the ground floor.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>			
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<p><b>3</b></p>	<p>42 Bakers Lane Lichfield WS13 6NG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £35,000 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary</p> <table border="0"> <tr> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td>Available</td> </tr> <tr> <td>825</td> <td>77</td> <td></td> </tr> <tr> <td>233</td> <td>22</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>1,058</b></td> <td><b>98</b></td> </tr> </table> <p><b>Rates:</b> Rates Payable £14,073 per annum <b>Service Charge:</b> Not Quoting</p>	<b>Sq Ft</b>	<b>Sq M</b>	Available	825	77		233	22		<b>TOTAL</b>	<b>1,058</b>	<b>98</b>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The subject premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to 5 yearly upward only rent reviews. Immediately on completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground and first floor retail accommodation.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 13/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.com</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwake.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>						
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<p><b>5</b></p>	<p>New Minster House Unit 3 Bird Street Lichfield WS13 6PW</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £29,750 Per Annum Per Annum</p> <p>Ground Floor sales      <b>Sq Ft</b>      <b>Sq M</b>      Available 1,583      147</p> <p><b>TOTAL</b>      <b>1,583</b>      <b>147</b></p> <p><b>Rates:</b> To be assessed <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p>Available on a new lease for terms to be agreed. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
<p><b>6</b></p>	<p>26 Bird Street Lichfield WS13 6PR</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £29,750 Per Annum Per Annum</p> <p>Ground Floor sales      <b>Sq Ft</b>      <b>Sq M</b>      Available 3,191      296</p> <p><b>TOTAL</b>      <b>3,191</b>      <b>296</b></p> <p><b>Sale Price:</b> Offers in the region of £675,000 <b>Rates:</b> Not Quoting</p>	<p>Freehold Investment</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Out Of Town <b>Use Class:</b> A1 (shops)</p> <p>ON HOLD UNTIL FURTHER NOTICEThe available space comprises ground floor and basement currently fitted out and trading as a restaurant with self contained first and second floor offices which have been refurbished to a high standard. The property is located towards the northern end of the pedestrianise Bird Street in the heart of the historic city centre. Bird Street has established itself as the principle leisure destination within Lichfield with representation from a number of high quality bars and restaurants to include Ask, Qmin, Apres and Weatherspoons.</p> <p><b>Grade:</b> New or refurbished <b>Last Update:</b> 08/08/2011</p>	<p>BURLEY BROWNE Mr David Hemming 0121 321 3441(Tel) 0121 643 1495(Fax) david.hemming@burleybro wne.co.uk</p> <p>BURLEY BROWNE Mrs Chris Leighfield 0121 321 3441(Tel) 0121 321 3676(Fax) cleighfield@burleybrowne.c o.uk</p>
<p><b>7</b></p>	<p>Friarsgate Birmingham Road Lichfield WS13 6HU</p> 	<p><b>Use:</b> Retail <b>Rent:</b> Not Quoting</p> <p>Ground Floor sales      <b>Sq Ft</b>      <b>Sq M</b>      Available 395,000      36,697</p> <p><b>TOTAL</b>      <b>395,000</b>      <b>36,697</b></p> <p><b>Rates:</b> To be assessed <b>Service Charge:</b> To be assessed</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Units are available on new flexible lease terms with full details on application. Completion Date not yet known</p>	<p><b>Location:</b> Retail Park <b>Use Class:</b> A3 (restaurants And Cafes)</p> <p>The available space will comprise a scheme which will include a new centre of fashion retailing for the city. A retail multiplex including cinema, restaurants and a hotel, with over 700 car parking spaces. Units from 400 sq ft (37.16 sq m)</p> <p><b>Grade:</b> Site with Agents <b>Last Update:</b> 07/07/2011</p>	<p>FAWLEY WATSON BOOTH Mr Michael Fawley 01132 347 900(Tel) 0113 245 1330(Fax) michael@fawleywatsonboo th.com</p> <p>NICHOLAS ROBINSON &amp; PARTNERS Mr Nick Robinson 01347 825 299(Tel) nick@nr-p.com</p>





<p><b>8</b></p>	<p>9 Bore Street Lichfield WS13 6LJ</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £35,950 Per Annum Per Annum</p> <p>Interior Width 45      14</p> <p>Ground Floor sales Sq Ft      Sq M      Available 1,194      111</p> <p><b>TOTAL</b> <b>1,194      111</b></p> <p><b>Rates:</b> Rates Payable £15,939 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are available by way of a new lease on effectively full repairing and insuring terms subject to 5 yearly rent reviews. Service charge is levied to cover maintenance of common areas, etc. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit with frontages to both Bore Street and City Arcade.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 08/08/2011</p>	<p>BURLEY BROWNE Mrs Chris Leighfield 0121 321 3441(Tel) 0121 321 3676(Fax) cleighfield@burleybrowne.co.uk</p>
<p><b>8</b></p>	<p>9 Bore Street Lichfield WS13 6LJ</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £42,000 Per Annum Per Annum</p> <p>Ground Floor sales Sq Ft      Sq M      Available 1,243      115</p> <p><b>TOTAL</b> <b>1,243      115</b></p> <p><b>Rates:</b> Rates Payable £14,428 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>A new lease available on flexible terms. On completion of legal formalities</p>	<p><b>Location:</b> Out Of Town <b>Use Class:</b> A1 (shops)</p> <p>The premises are located in a prominent trading position, at the entrance to City Arcade. Being opposite to Tatlow Cards &amp; Gifts and Wilkinson's and adjacent to Ferraris Shoes. Other nearby retailers include: Venture, Label, Dixon's Estate Agents etc.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 09/08/2011</p>	<p>ADAM PERREY &amp; CO Mr Adam Perrey 01527 831 501(Tel) 01527 837 631(Fax) info@adamperrey.co.uk</p>
<p><b>9</b></p>	<p>36 Bore Street Lichfield WS13 6LU</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £37,500 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary Sq Ft      Sq M      Available 1,098      102      Available 120      11</p> <p><b>TOTAL</b> <b>1,218      113</b></p> <p><b>Rates:</b> Rates Payable £13,315 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The retail space can be let on a new IRI lease at £37,500 pa or retail and residential space can be let at £43,000 pa. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises 1,098 sq ft of ground floor retail space with rear storage space of 120 sq ft. There is residential space on the upper floors.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 18/08/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>

<p><b>10</b></p>	<p>Units 1 &amp; 2 Brewery Street Rugeley WS15 2DY</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £55,000 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>5,060    470    Available 372    35</p> <p><b>5,432    505</b></p> <p>Rates Payable £17,645 per annum Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Strictly confidential as staff unaware.The premises can either be let as a whole or as individual retail units as listed below:Whole:Ground Floor Sales 5,350 sq ft (496 sq m)First Floor Storage 944 sq ft (88 sq m)Sub Divided Units:Unit 1:Ground Floor Sales 961 sq ft (89 sq m)First Floor Storage 944 sq ft (88 sq m)The total cost of service charge and building insurance will be approximately £3,200 pa. On completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail accommodation arranged on ground and first floors.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 09/08/2011</p>	<p>ANDREW THOMPSON &amp; CO Mr Andrew Thompson 01527 889449(Tel) at@andrew-thompson.co.uk</p> <p>JOHNSON FELLOWS &amp; CO Mr Chris Gaskell 0121 643 9337(Tel) 0121 643 6407(Fax) chris.gaskell@johnsonfello ws.co.uk</p>
<p><b>8</b></p>	<p>12 City Arcade Lichfield WS13 6LY</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £18,000 Per Annum Per Annum</p> <p>Ground Floor sales</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>805    75    Available</p> <p><b>805    75</b></p> <p>Rates Payable £6,818 per annum Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The premises are available shortly by way of a new FRI lease on a term of years to be agreed at an asking rental of £18,000 pax. Rateable value for 2010 is £16,750. A service charge is levied to cover maintenance of common areas etc. On completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation of 805 sq ft.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 08/08/2011</p>	<p>BURLEY BROWNE Mr David Hemming 0121 321 3441(Tel) 0121 643 1495(Fax) david.hemming@burleybro wne.co.uk</p>
<p><b>11</b></p>	<p>Fradley Local Centre Fradley Park Common Lane Lichfield WS13 8SS</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £12,000 Per Annum Per Annum</p> <p>Ground Floor sales</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>750    70    Available</p> <p><b>750    70</b></p> <p>Not Quoting Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Retail Park</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation with rear loading bays and staff car parking.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>





11	<p>Fradley Local Centre Fradley Park Common Lane Lichfield WS13 8SS</p> 	<p><b>Use:</b> Retail <b>Rent:</b> Not Quoting</p> <p>Ground Floor sales 2,000 186 Available</p> <p><b>TOTAL</b> <b>2,000 186</b></p> <p><b>Rates:</b> Not Quoting <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre</p> <p><b>Use Class:</b> Not Specified</p> <p>The available space comprises ground floor retail accommodation with rear loading bays and staff car parking.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
11	<p>Fradley Local Centre Fradley Park Common Lane Lichfield WS13 8SS</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £12,000 Per Annum Per Annum</p> <p>Ground Floor sales 750 70 Available</p> <p><b>TOTAL</b> <b>750 70</b></p> <p><b>Rates:</b> Not Quoting <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Retail Park</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation with rear loading bays and staff car parking.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
11	<p>Fradley Local Centre Fradley Park Common Lane Lichfield WS13 8SS</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £16,000 Per Annum Per Annum</p> <p>Ground Floor sales 1,000 93 Available</p> <p><b>TOTAL</b> <b>1,000 93</b></p> <p><b>Rates:</b> Not Quoting <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Retail Park</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation with rear loading bays and staff car parking.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
12	<p>14 Conduit Street Lichfield WS13 6JR</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £27,500 Per Annum Per Annum</p> <p>Ground Floor sales 380 35 Available Total Ancillary 677 63</p> <p><b>TOTAL</b> <b>1,057 98</b></p> <p><b>Rates:</b> Rates Payable £8,316 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> Not Specified</p> <p>The available space comprises a ground floor retail unit, with first and second floor offices and storage space.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 06/10/2010</p>	<p>JONATHAN D PREECE LTD Ms Caroline Rhodes 01989 768 555(Tel) 01989 764185(Fax) cjr@jdpsurveyors.co.uk</p>


<p><b>13</b></p>	<p>20 Dam Street Lichfield WS13 6AA</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £16,000 Rent passing pa Per Annum</p> <table border="0"> <tr> <td></td> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td></td> </tr> <tr> <td>Ground Floor sales</td> <td>306</td> <td>28</td> <td>Available</td> </tr> <tr> <td>Other Sales</td> <td>331</td> <td>31</td> <td></td> </tr> <tr> <td>Total Ancillary</td> <td>424</td> <td>39</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>1,061</b></td> <td><b>99</b></td> <td></td> </tr> </table> <p><b>Rates:</b> Rates Payable £3,637 per annum <b>Service Charge:</b> Not Quoting</p>		<b>Sq Ft</b>	<b>Sq M</b>		Ground Floor sales	306	28	Available	Other Sales	331	31		Total Ancillary	424	39		<b>TOTAL</b>	<b>1,061</b>	<b>99</b>		<p>Leasehold <b>Lease Type:</b>ASSIGNMENT <b>Expiry Date:</b>23/09/2018</p> <p>The premises are available by way of an assignment of the existing 10 year lease from 24th September 2008 on full repairing and insuring terms and subject to a tenant only break clause and rent review at the 5th anniversary at a rental of £16,000 per annum exclusive. Alternatively a new 10 year lease may be available "details upon request". On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises recently refurbished retail premises fitted out to a high standard arranged over ground, first and second floors.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 22/07/2011</p>	<p>BURLEY BROWNE Mr David Hemming 0121 321 3441(Tel) 0121 643 1495(Fax) david.hemming@burleybro wne.co.uk</p> <p>BURLEY BROWNE Mrs Chris Leighfield 0121 321 3441(Tel) 0121 321 3676(Fax) cleighfield@burleybrowne.c o.uk</p>				
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<p><b>14</b></p>	<p>64 Dimbles Lane Lichfield WS13 7HL</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £8,400 Rent passing pa Per Annum</p> <table border="0"> <tr> <td></td> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>Interior Width</td> <td>24</td> <td>7</td> <td></td> </tr> <tr> <td></td> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td></td> </tr> <tr> <td>Ground Floor sales</td> <td>797</td> <td>74</td> <td>Available</td> </tr> <tr> <td>Total Ancillary</td> <td>127</td> <td>12</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>924</b></td> <td><b>86</b></td> <td></td> </tr> </table> <p><b>Rates:</b> Rates Payable £3,578 per annum <b>Service Charge:</b> Not Quoting</p>		<b>Ft</b>	<b>M</b>		Interior Width	24	7			<b>Sq Ft</b>	<b>Sq M</b>		Ground Floor sales	797	74	Available	Total Ancillary	127	12		<b>TOTAL</b>	<b>924</b>	<b>86</b>		<p>Leasehold <b>Expiry Date:</b>31/08/2015</p> <p>The premises are held on an existing lease due to expire on 31st August 2015. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a single storey building offering retail space throughout.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/08/2011</p>	<p>SAVILLS COMMERCIAL Mr Dan Kent 020 7409 8161(Tel) 020 7495 3773(Fax) dkent@savills.com</p> <p>SAVILLS COMMERCIAL Mr Gareth Shiells 0207 409 8151(Tel) 020 7495 3773(Fax) gshiells@savills.com</p>
	<b>Ft</b>	<b>M</b>																											
Interior Width	24	7																											
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<p><b>3</b></p>	<p>Three Spires Shopping Centre 3-5 Gresley Row Lichfield WS13 6NF</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £72,000 Per Annum Per Annum</p> <table border="0"> <tr> <td></td> <td><b>Ft</b></td> <td><b>M</b></td> <td></td> </tr> <tr> <td>Interior Width</td> <td>34</td> <td>10</td> <td></td> </tr> <tr> <td></td> <td><b>Sq Ft</b></td> <td><b>Sq M</b></td> <td></td> </tr> <tr> <td>Ground Floor sales</td> <td>2,439</td> <td>227</td> <td>Available</td> </tr> <tr> <td>Total Ancillary</td> <td>1,013</td> <td>94</td> <td></td> </tr> <tr> <td><b>TOTAL</b></td> <td><b>3,452</b></td> <td><b>321</b></td> <td></td> </tr> </table> <p><b>Rates:</b> £30,527 Payable pa (estimated) <b>Service Charge:</b> £13,000 <b>Total Outgoings:</b> £47.37 psf</p>		<b>Ft</b>	<b>M</b>		Interior Width	34	10			<b>Sq Ft</b>	<b>Sq M</b>		Ground Floor sales	2,439	227	Available	Total Ancillary	1,013	94		<b>TOTAL</b>	<b>3,452</b>	<b>321</b>		<p>Leasehold <b>Lease Type:</b>NEW LEASE <b>Review Pattern:</b>5 Years</p> <p>The premises are offered by way of a new 15 year effectively fully repairing and insuring lease subject to five yearly upward only rent reviews. Rental offers in the region of £72,000 per annum are invited, exclusive of rating, service charge and VAT. On completion of legal formalities</p>	<p><b>Location:</b> Shopping Centre <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a large ground floor retail unit with rear ancillary and loading accommodation.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>CUSHMAN &amp; WAKEFIELD Mr Ed Purcell 0121 232 4974(Tel) 0121 232 4901(Fax) ed.purcell@eur.cushwake.c om</p> <p>CUSHMAN &amp; WAKEFIELD Mr Robert Alston 0121 232 4902(Tel) 0121 232 4901(Fax) robert.alston@eur.cushwak e.com</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhretail.co.uk</p>
	<b>Ft</b>	<b>M</b>																											
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11	<p>Fradley Centre Unit B Halifax Avenue Lichfield WS13 8SS</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £15,000 Per Annum Per Annum</p> <p>Ground Floor sales <b>TOTAL</b></p> <p><b>Rates:</b> Not Quoting <b>Service Charge:</b> Not Quoting</p> <p><b>Sq Ft</b> 1,000 <b>Sq M</b> 93 Available</p> <p><b>1,000 93</b></p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Immediately on completion of legal formalities</p>	<p><b>Location:</b> Retail Park <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail accommodation with rear loading bays and staff car parking.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
15	<p>310-314 Lichfield Road Sutton Coldfield B74 2UW</p>	<p><b>Use:</b> Retail <b>Rent:</b> £36,000 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary <b>TOTAL</b></p> <p><b>Rates:</b> Rates Payable £36,372 per annum <b>Service Charge:</b> Not Quoting</p> <p><b>Sq Ft</b> 10,376 <b>Sq M</b> 964 Available</p> <p>4,718 438</p> <p><b>15,094 1,402</b></p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The subject premises are available on a short term basis with an initial 6 month term certain and thereafter subject to mutual monthly rolling break options. Offers in the region of £3,000 per calendar month inclusive of service charge but excluding rating liability are invited. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a former supermarket consisting of a ground floor sales area with first floor ancillary accommodation. Loading facilities and customer parking is provided to the rear.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
16	<p>298 Lichfield Road Sutton Coldfield B74 2UW</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £31,200 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary <b>TOTAL</b></p> <p><b>Rates:</b> Inclusive in Rent <b>Service Charge:</b> Inclusive in rent</p> <p><b>Sq Ft</b> 668 <b>Sq M</b> 62 Available</p> <p>657 61</p> <p><b>1,325 123</b></p>	<p>Leasehold</p> <p><b>Lease Type:</b>TEMPORARY</p> <p>The unit is offered by way of 12 month tenancy outside the terms of the Landlord and Tenant Act 1954 (Part II), for a term certain of 6 months - with a mutual rolling break option thereafter, subject to the service of one month's written notice. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail accommodation arranged over the ground and first floor. The rent is £600 per week inclusive of rates and service charge.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 11/07/2011</p>	<p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhtretail.co.uk</p>
17	<p>290B &amp; 290C Lichfield Road Sutton Coldfield B74 2UG</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £60,000 Per Annum Per Annum</p> <p>Ground Floor sales <b>TOTAL</b></p> <p><b>Rates:</b> Rates Payable £17,428 per annum <b>Service Charge:</b> Not Quoting</p> <p><b>Sq Ft</b> 3,487 <b>Sq M</b> 324 Available</p> <p><b>3,487 324</b></p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The premises are available to let at a rent of £60,000 for a term of years to be agreed on an effectively full repairing and insuring lease. Rateable value for 2010 is £40,250. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A3 (restaurants And Cafes)</p> <p>The available space comprises a fitted restaurant unit arranged over two levels totalling 3,487 sq ft which includes a number of fixtures and fittings such as tables and chairs, kitchen equipment and fully fitted customer w.c facilities etc.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 19/08/2011</p>	<p>WRIGHT SILVERWOOD Mr Simon Smith 0121 410 5551(Tel) 0121 454 4007(Fax) simon.smith@wrightsilverwood.co.uk</p>

18	<p>Former Ivy Garage Main Street Alrewas DE13 7AA</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £63,000 Per Annum Per Annum</p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>Ground Floor sales    5,952    553 Other Sales    3,758    349 Total Ancillary    572    53</p> <p><b>TOTAL</b>    <b>10,282</b>    <b>955</b></p> <p><b>Rates:</b> To be assessed <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Available on a new lease for terms to be agreed. Immediately on completion of legal formalities</p>	<p><b>Location:</b> Out Of Town <b>Use Class:</b> Not Specified</p> <p>The available space comprises ground floor showroom with ancillary space with first floor office and storage space, covered display area which currently has security mesh screens and forecourt open display area. The showroom can be taken with Units A and B to the rear of the property.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
19	<p>136 Main Street Alrewas DE13 8AB</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £11,500 Per Annum Per Annum</p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>Ground Floor sales    815    76</p> <p><b>TOTAL</b>    <b>815</b>    <b>76</b></p> <p><b>Rates:</b> Rateable Value £3,082 <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Available on a new lease for terms to be agreed. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail unit with potential to be extended to 1,007 sq ft.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
20	<p>3 Market Street Rugeley WS15 2JH</p> 	<p><b>Use:</b> Retail <b>Rent:</b> On application to the agents Per Annum</p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>Ground Floor sales    954    89 Total Ancillary    607    56</p> <p><b>TOTAL</b>    <b>1,561</b>    <b>145</b></p> <p><b>Rates:</b> Rates Payable £5,196 per annum <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Available to let on a new full repairing and insuring lease for a term of years by agreement. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A1 (shops)</p> <p>The available space comprises 954 sq ft of ground floor retail space with rear storage/kitchen of 84 sq ft and first floor storage/ancillary space of 523 sq ft. The total space is 1,561 sq ft (145 sq m).</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 18/08/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
21	<p>3 Mere Green Road Sutton Coldfield B75 5BL</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £5,000 Per Annum Per Annum</p> <p><b>Sq Ft</b>    <b>Sq M</b>    Available</p> <p>Ground Floor sales    571    53 Total Ancillary    112    10</p> <p><b>TOTAL</b>    <b>683</b>    <b>63</b></p> <p><b>Rates:</b> £549 Payable pa (estimated) <b>Service Charge:</b> Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>New lease available on terms to be agreed in multiples of 3 years. On completion of legal formalities</p>	<p><b>Location:</b> High Street <b>Use Class:</b> A2 (financial And Professional Services)</p> <p>The available space comprises first and second floor office accommodation.</p> <p><b>Grade:</b> Second Hand <b>Last Update:</b> 27/06/2011</p>	<p>PENNYCUICK COLLINS CHARTERED SURVEYORS Mr Sam Payne 01216654150(Tel) 0121 665 4190(Fax) sam.payne@pennycuick.co.uk</p>



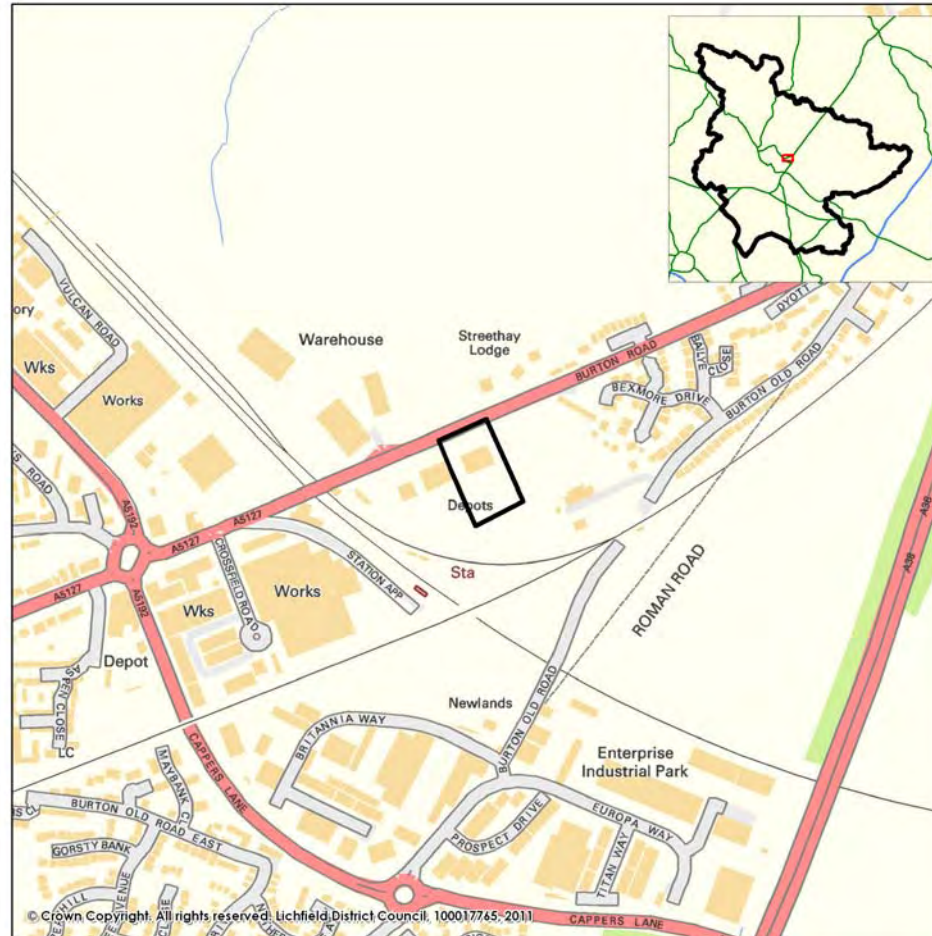
22	<p>22 St John Street Lichfield WS13 6PB</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £15,000 Per Annum Per Annum</p> <p>Ground Floor sales Total Ancillary</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p>Sq Ft Sq M Available 670 62 Available 520 48</p> <p>1,190 111</p> <p>To be assessed Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Available on a new lease for terms to be agreed. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises ground floor retail unit with two offices located on the first floor.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
23	<p>29 Tamworth Street Lichfield WS13 6JP</p> 	<p><b>Use:</b> Retail <b>Rent:</b> Not Quoting</p> <p>Ground Floor sales Total Ancillary</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p>Sq Ft Sq M Available 1,696 158 Available 1,168 109</p> <p>2,864 266</p> <p>Not Quoting Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>Available on a new lease for terms to be agreed. Immediately on completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprise ground floor retail accommodation.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 31/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p>
24	<p>7-9 Tamworth Street Lichfield WS13 6JP</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £49,950 Per Annum Per Annum</p> <p>Ground Floor sales</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p>Sq Ft Sq M Available 1,739 162 Available</p> <p>1,739 162</p> <p>To be assessed Not Quoting</p>	<p>Leasehold</p> <p><b>Lease Type:</b>NEW LEASE</p> <p>The premises are available to let by way of a new lease upon effectively full repairing and insuring terms. On completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a self contained retail unit arranged on the ground floor. The Three Spires Shopping Centre is within close proximity and other nearby occupiers include Boots the Chemist, Julian Graves, Halifax Bank and McDonalds.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 22/07/2011</p>	<p>KINGSTON CPC Mrs Laura Lawrence 01543 414300(Tel) enquiries@kingstoncpc.co.uk</p> <p>ROWLEY HUGHES THOMPSON LTD Mr Jonathan Rowley 0121 212 7801(Tel) Jonr@rhretail.co.uk</p>
25	<p>1-3 Tamworth Street Lichfield WS13 6JP</p> 	<p><b>Use:</b> Retail <b>Rent:</b> £52,500 Rent passing pa Per Annum</p> <p>Ground Floor sales</p> <p><b>TOTAL</b></p> <p><b>Rates:</b> <b>Service Charge:</b></p> <p>Sq Ft Sq M Available 900 84 Available</p> <p>900 84</p> <p>£19,377 No service charge payable</p>	<p>Leasehold</p> <p><b>Lease Type:</b>ASSIGNMENT <b>Expiry Date:</b>31/08/2018</p> <p>The premises are available by way of an assignment of the existing lease which expires August 2018. On completion of legal formalities</p>	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises a ground floor retail unit with full length return frontage.**Confidential Disposal**</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 08/08/2011</p>	<p>SGP PROPERTY &amp; FM Mr Tom Dymond 0207 788 8989(Tel) 0116 259 4802(Fax) thomas.dymond@sgp.co.uk</p>

26	Royal Oak Uttoxeter Road Rugeley WS15 3QS	<p><b>Use:</b> Retail</p> <p><b>Rent:</b> Not Quoting</p> <p>Ground Floor sales      20,424    1,897    Available</p> <p><b>TOTAL</b>                      <b>20,424    1,897</b></p> <p><b>Sale Price:</b> £200,000 Guide Price</p> <p><b>Rates:</b> Rates Payable £2,774 per annum</p> <p><b>Service Charge:</b> Not Quoting</p>	Freehold  Immediately on completion of legal formalities	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A4 (drinking Establishments)</p> <p>The available space comprises A4 accommodation.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 30/06/2011</p>	PARAMOUNT INVESTMENTS Ms Toria Lord 020 7644 2334(Tel) 020 7604 3457(Fax) toria@paramountproperties.co.uk
27	Proposed Unit Wall Island Lichfield WS14 0JS 	<p><b>Use:</b> Retail</p> <p><b>Rent:</b> Not Quoting</p> <p>Ground Floor sales      7,148    664    Available</p> <p><b>TOTAL</b>                      <b>7,148    664</b></p> <p><b>Rates:</b> To be assessed</p> <p><b>Service Charge:</b> No service charge payable</p>	Leasehold  <b>Lease Type:</b> NEW LEASE  The unit is available by the way of a new lease. Construction NOT yet commenced	<p><b>Location:</b> Out Of Town</p> <p><b>Use Class:</b> Not Specified</p> <p>The available space comprises a commercial development plot to create a new bespoke building for retail use. In close proximity to Express by Holiday Inn, Frankie &amp; Benny's, Esporta &amp; McDonald's.</p> <p><b>Grade:</b> Site with Agents</p> <p><b>Last Update:</b> 19/07/2011</p>	KINGSTON CPC Mr Mike Gentles 01543 414 300(Tel) enquiries@kingstoncpc.co.uk  RAPPLEYS Mr Tom Beaumont 0870 777 6292(Tel) 0161 817 6245(Fax) teb@rappleys.co.uk
28	78 Walsall Road Sutton Coldfield B74 4QY	<p><b>Use:</b> Retail</p> <p><b>Rent:</b> £6,000 Per Annum Per Annum</p> <p>Ground Floor sales      605    56    Available</p> <p><b>TOTAL</b>                      <b>605    56</b></p> <p><b>Rates:</b> £4,027 Payable pa (estimated)</p> <p><b>Service Charge:</b> Not Quoting</p>	Leasehold  <b>Lease Type:</b> NEW LEASE  New lease available on terms to be agreed. On completion of legal formalities	<p><b>Location:</b> High Street</p> <p><b>Use Class:</b> A1 (shops)</p> <p>The available space comprises retail accommodation.</p> <p><b>Grade:</b> Second Hand</p> <p><b>Last Update:</b> 17/08/2011</p>	BIGWOOD ASSOCIATES LTD Mr Stuart Rose 0121 237 4850(Tel) 0121 237 4868(Fax) srose@bigwood.uk.com

# Appendix C – Location of Existing and Future Employment Sites in Lichfield

# Existing Employment Sites

## E1 - Burton Road, Lichfield (east)



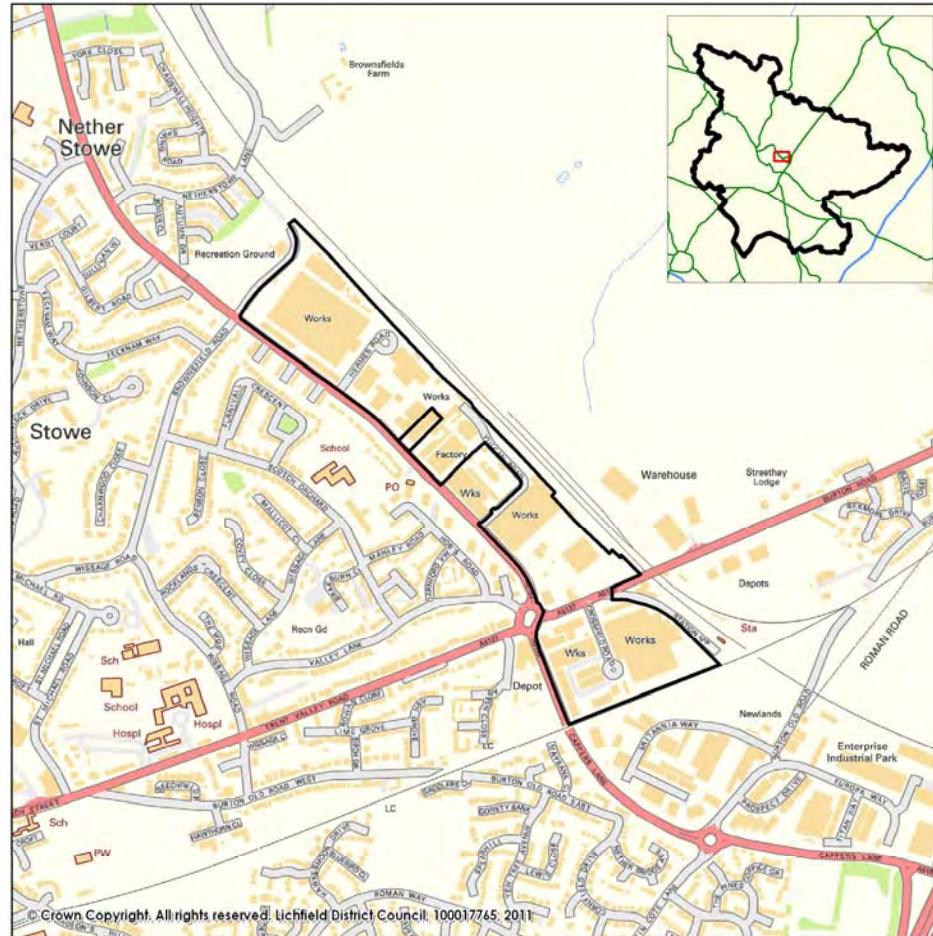
## E2 - Towers Point (Arcadia Park)



## E3 - Britannia Park

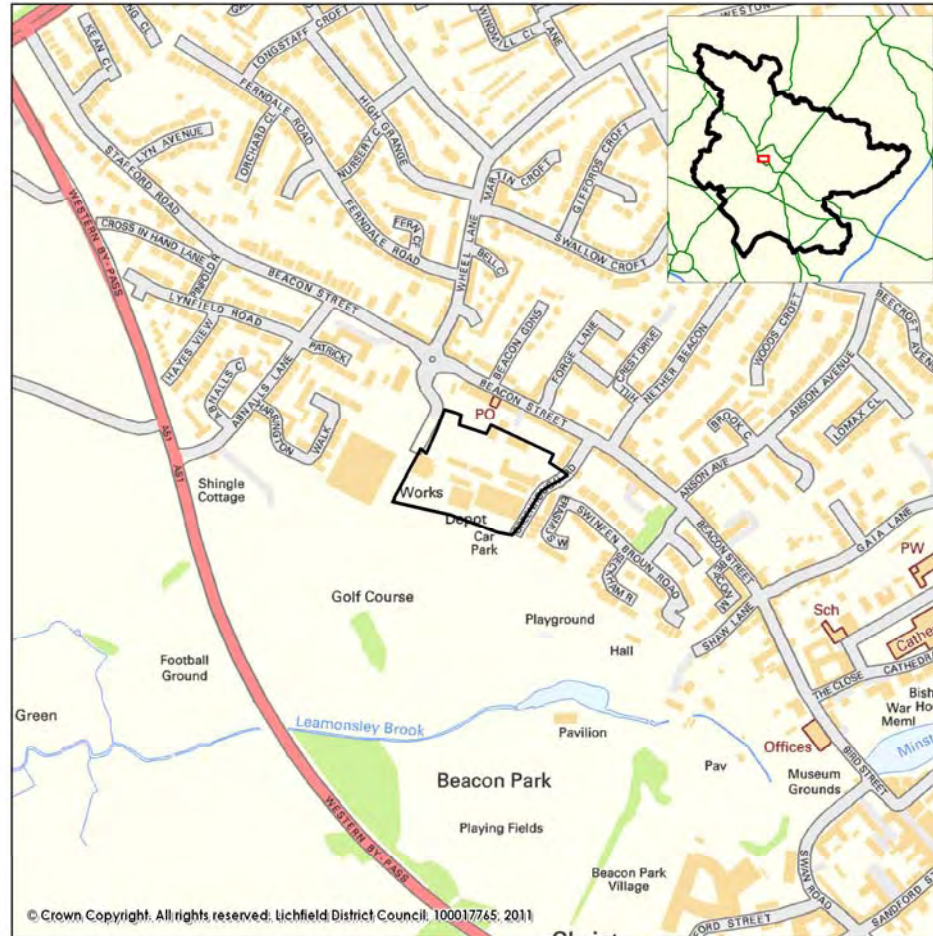


## E4 - Eastern Avenue





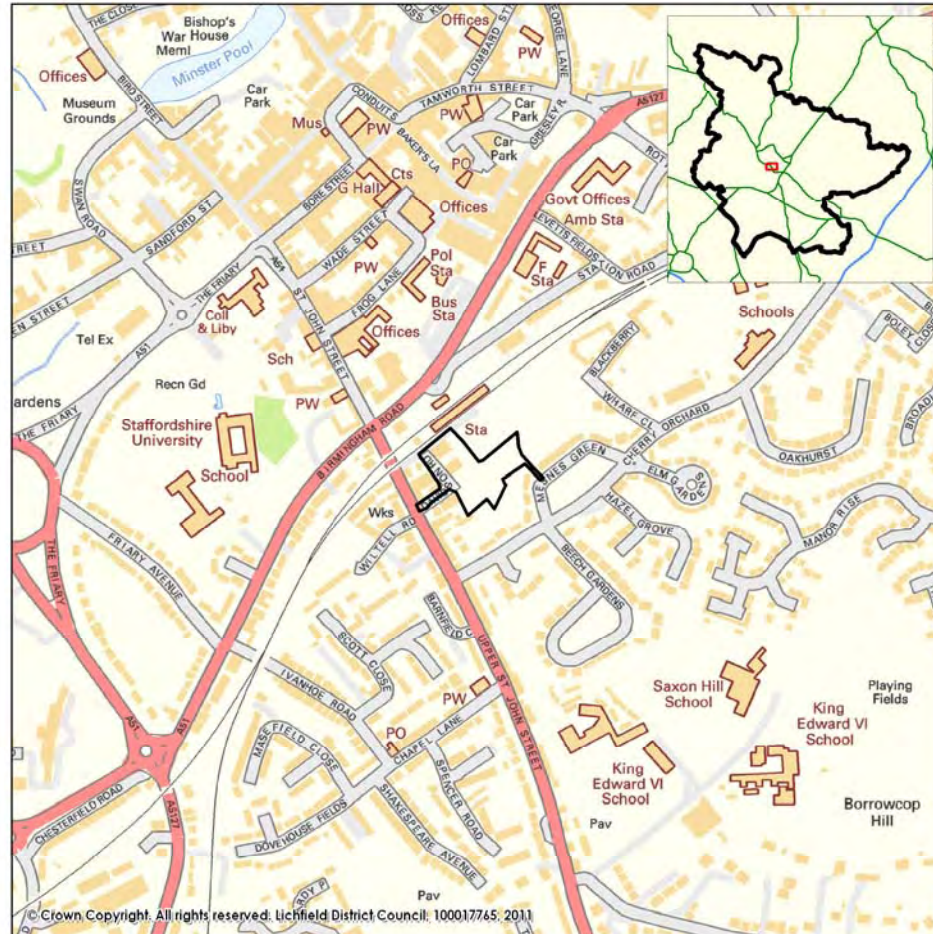
## E5 - Greenhough Road Industrial Starter Units



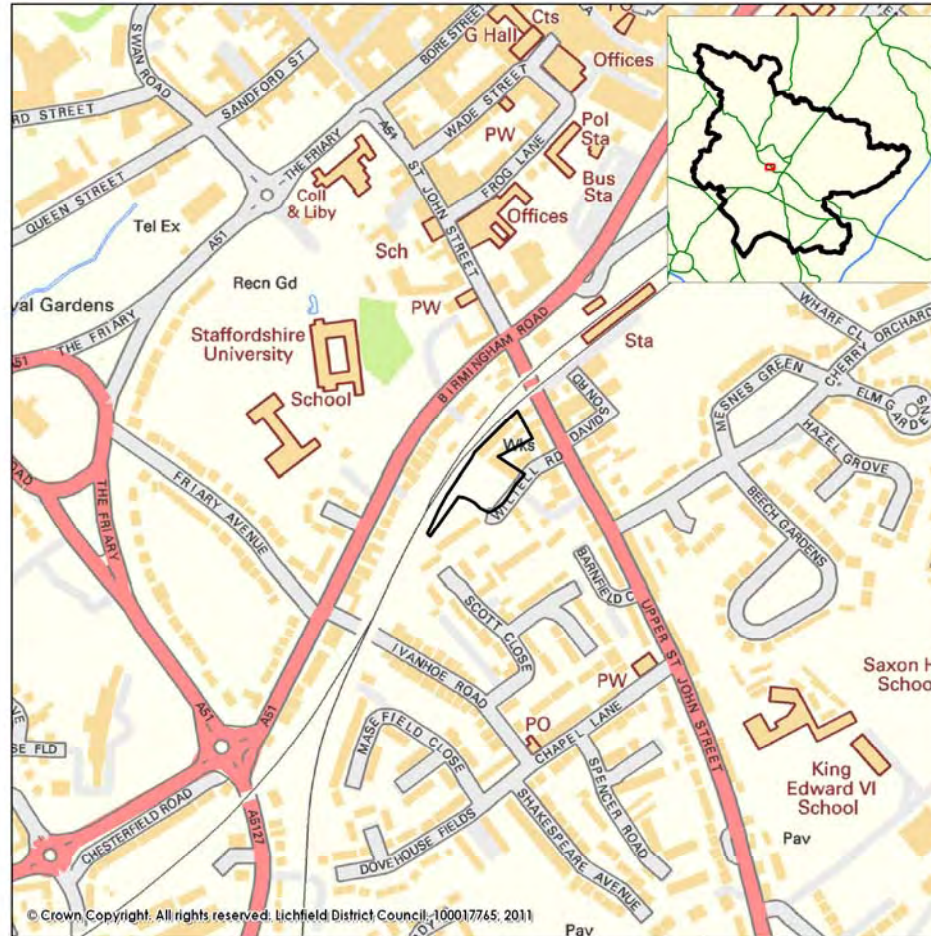
## E6 - Ringway Industrial Estate, Eastern Avenue



## E7 - City Wharf (Blocks A & B)



## E8 - Wiltell Road, Lichfield



## E9 - Shires Industrial Estate



## E10 - Shenstone Business Park



## E11 – Mount Road

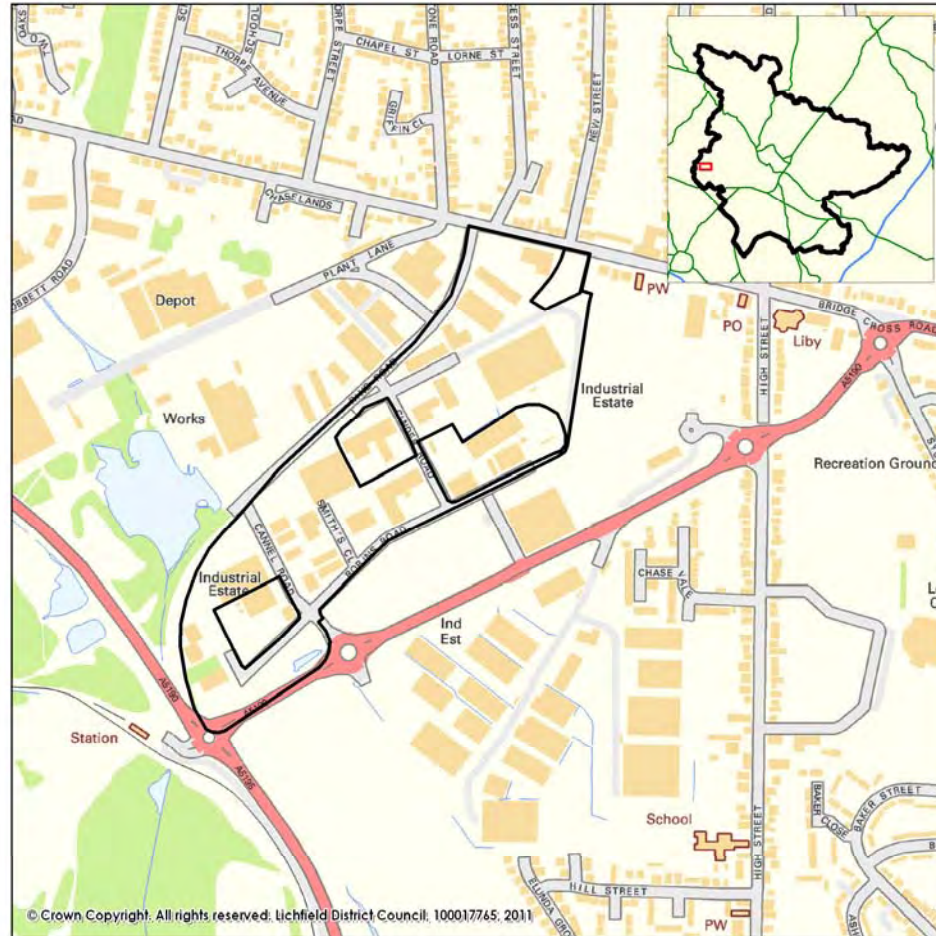


## E12 - Burntwood Business Park (Zone 4)

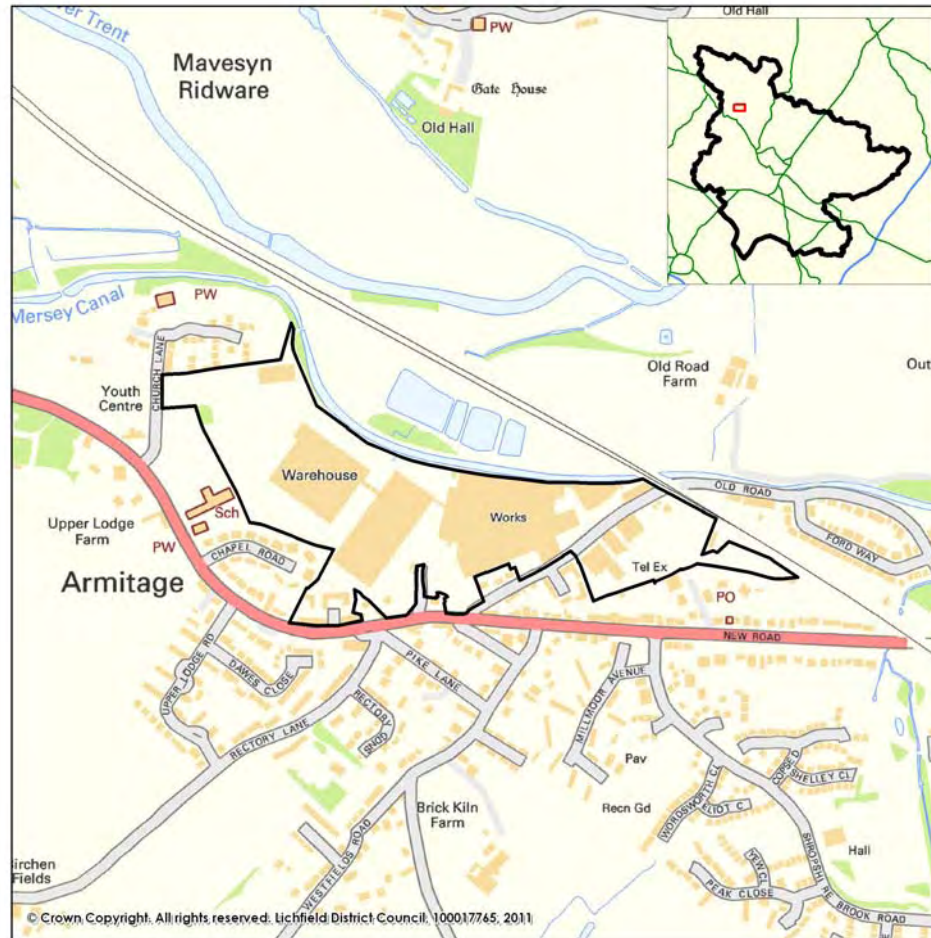




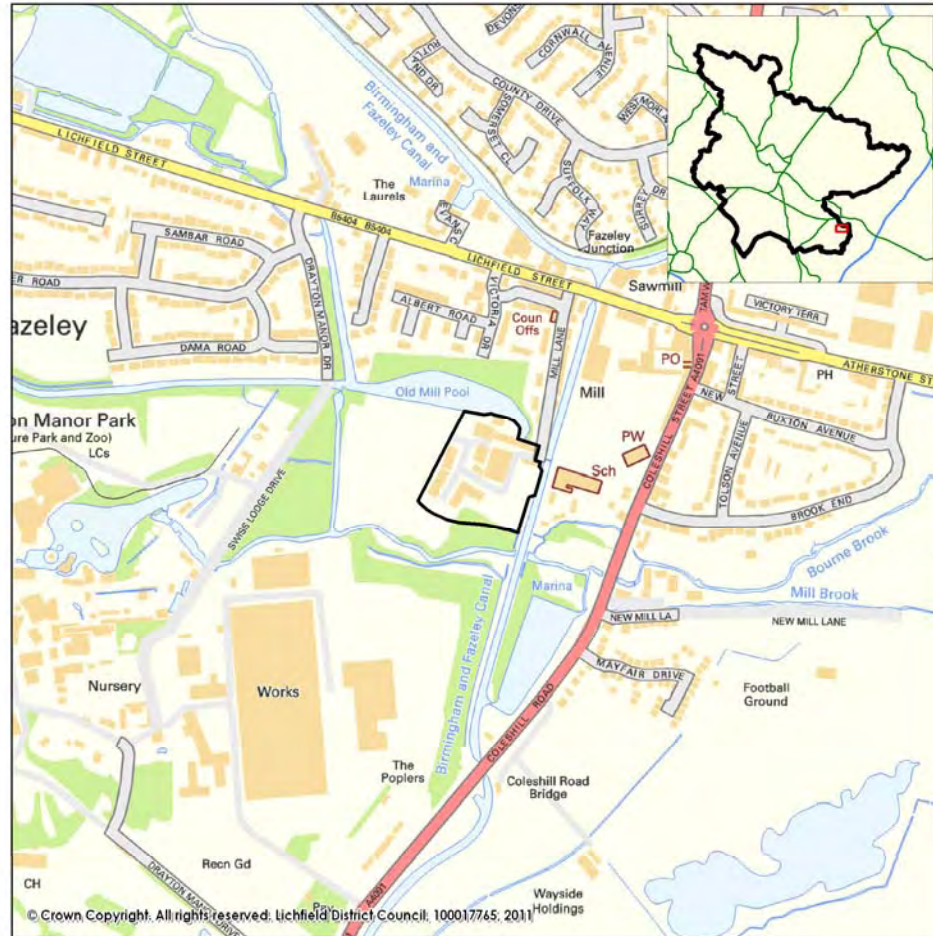
## E13 - Burntwood Business Park (Zone 3)



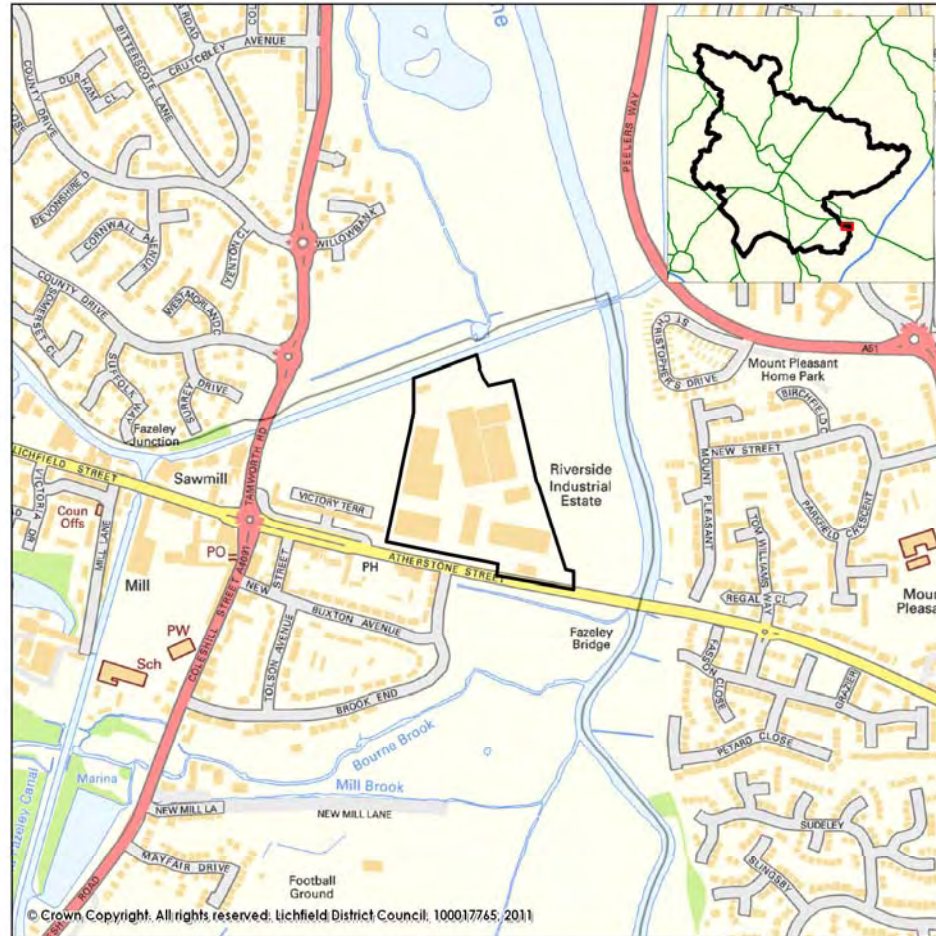
## E14 - Armitage Shanks HQ



## E15 - William Tolson's Industrial Estate



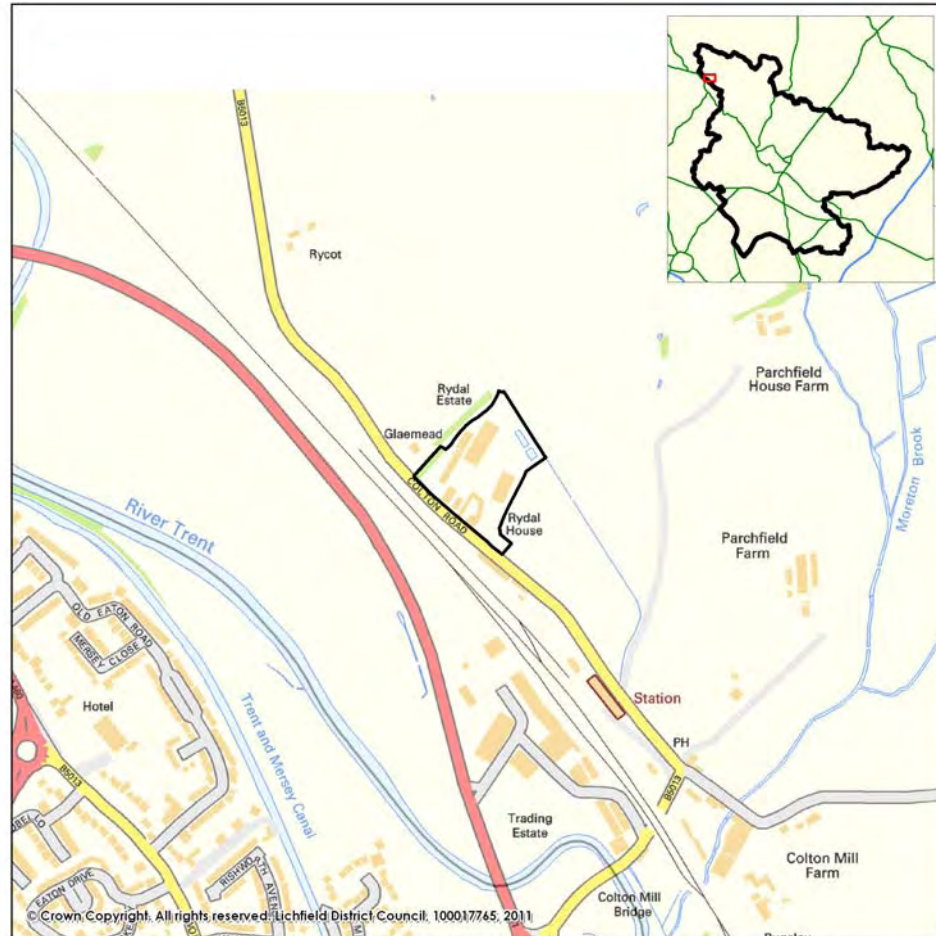
## E16 - Riverside Industrial Estate



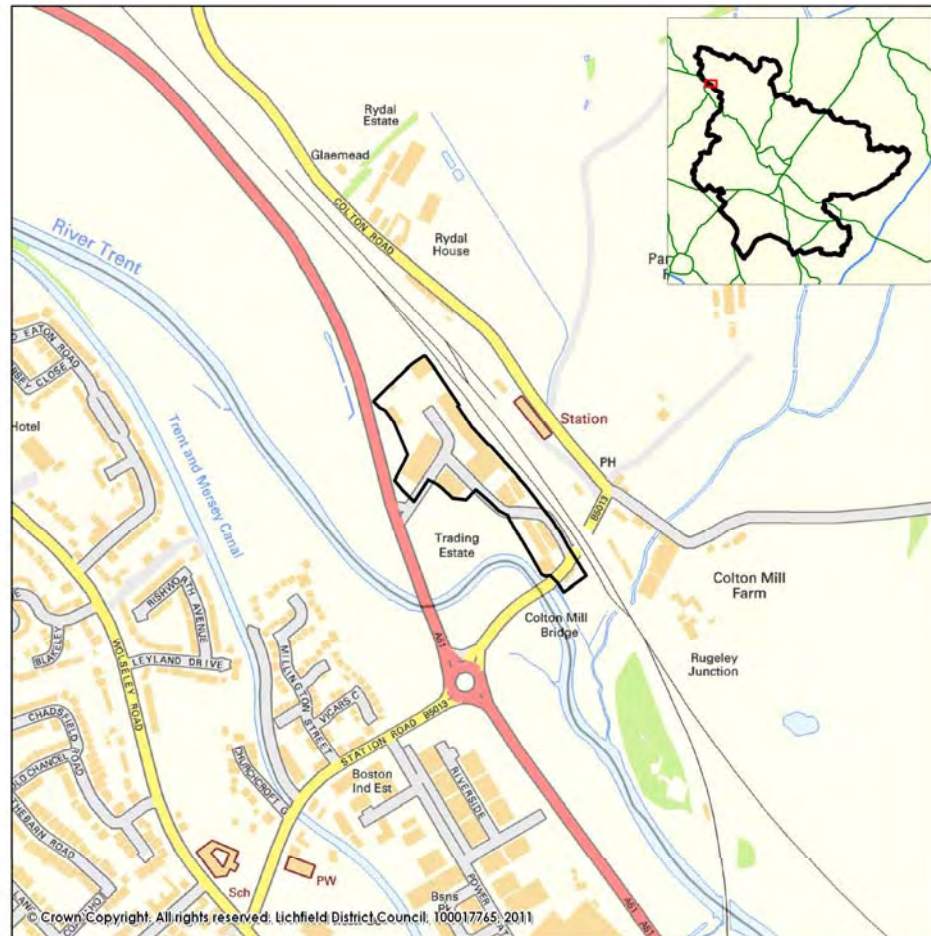
## E17 - Drayton Manor Business Park



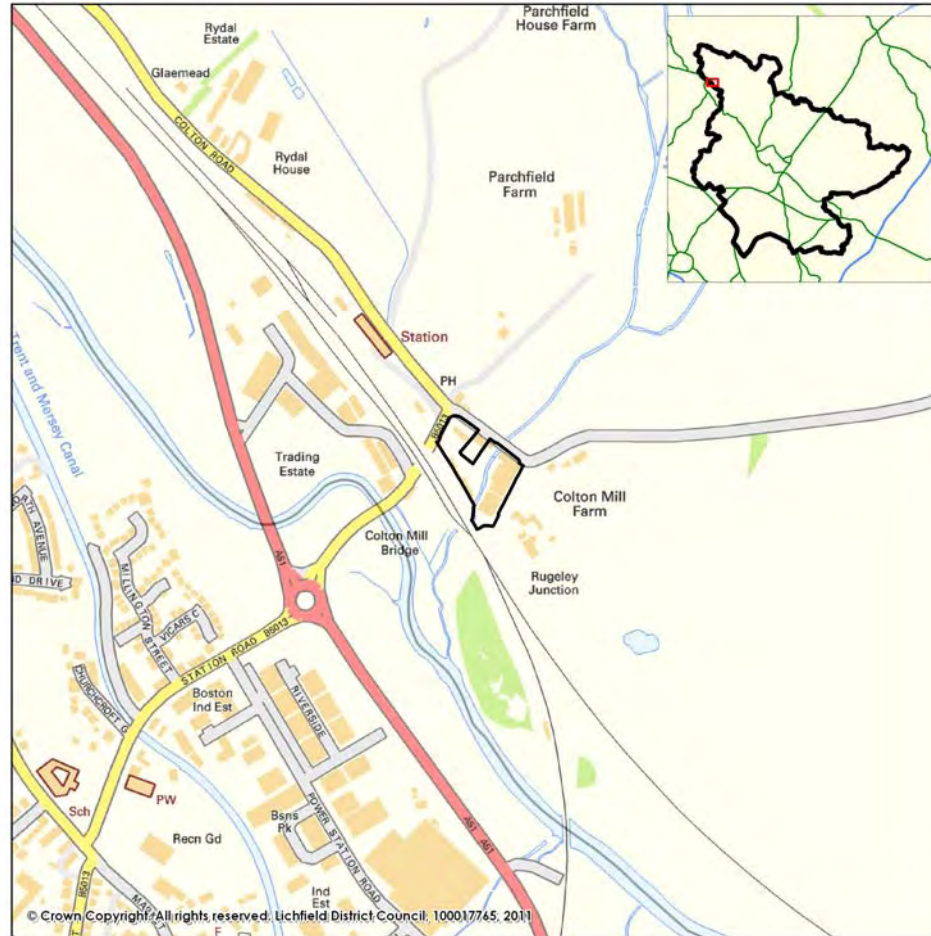
## E18 - Rydal Estate



## E19 - Trent Valley Trading Estate



## E20 - Colton Mill Farm

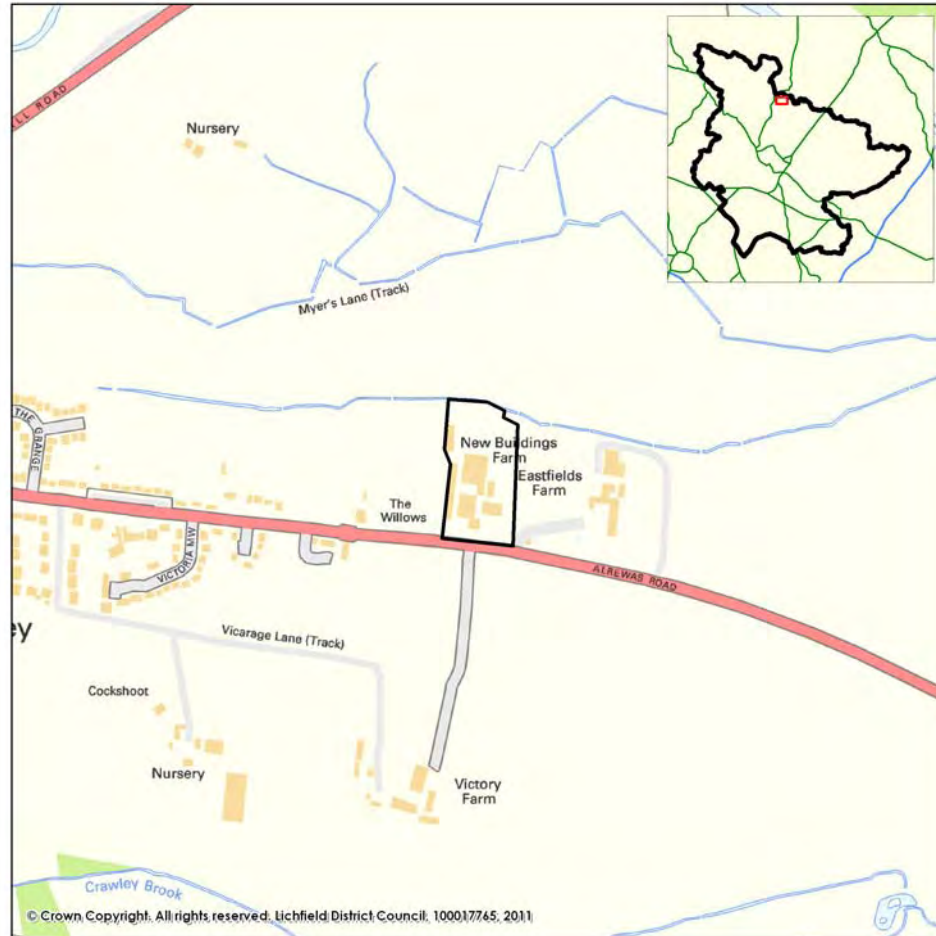




## E21 - Parchfield Farm



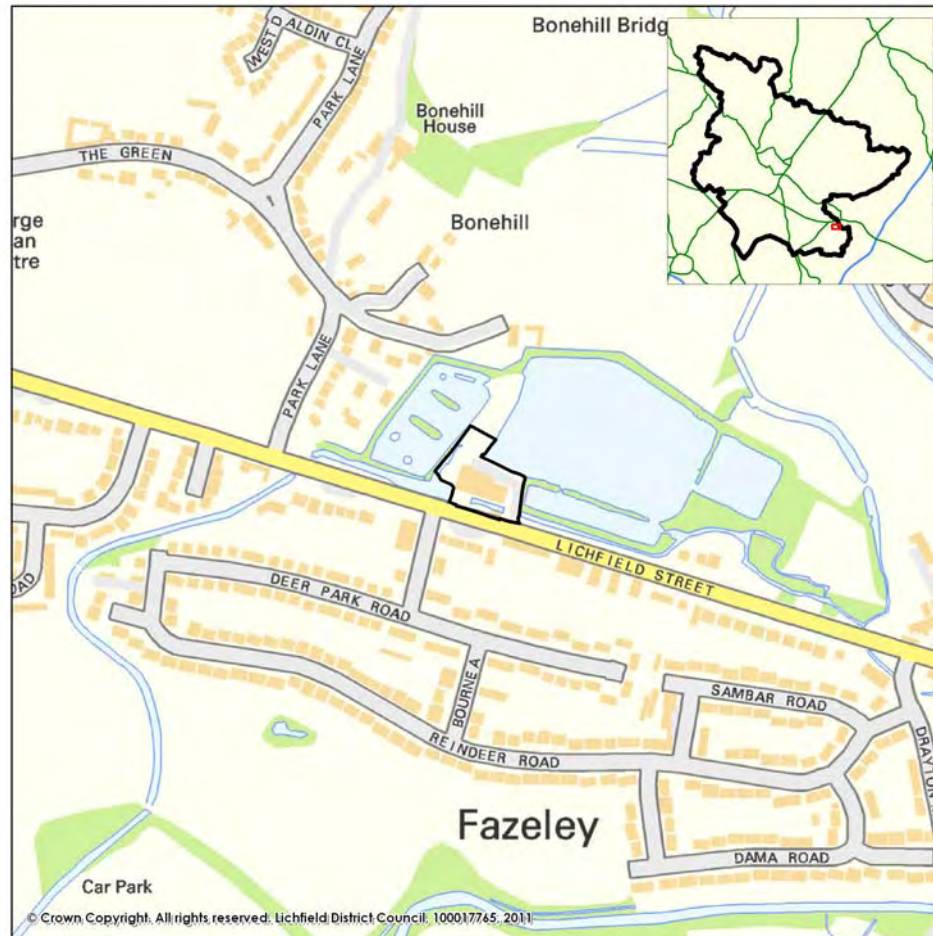
## E22 - Eastfields Farm



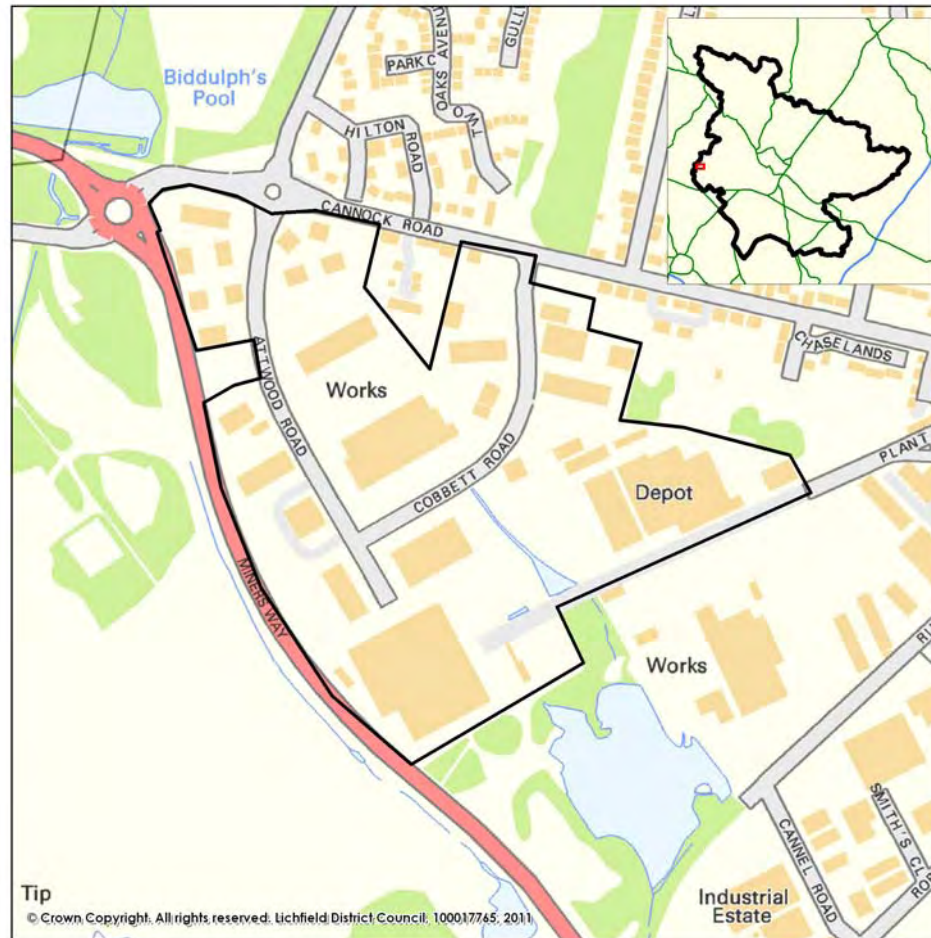
## E23 - Bonehill Mews



## E24 - Lakeside Business Park



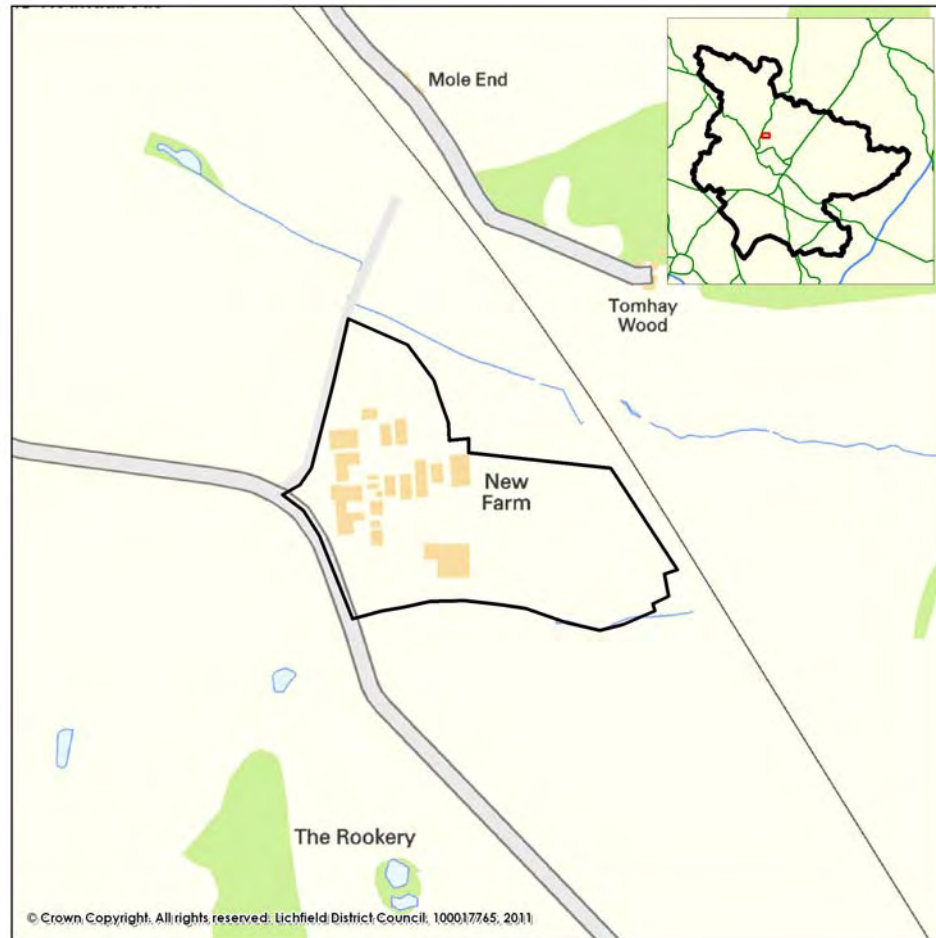
## E25 - Burntwood Business Park (Zone 1)



## E26 - Burton Road, Lichfield (west)



## E27 - Elmhurst Business Park



## E28 - Lichfield South Business Park

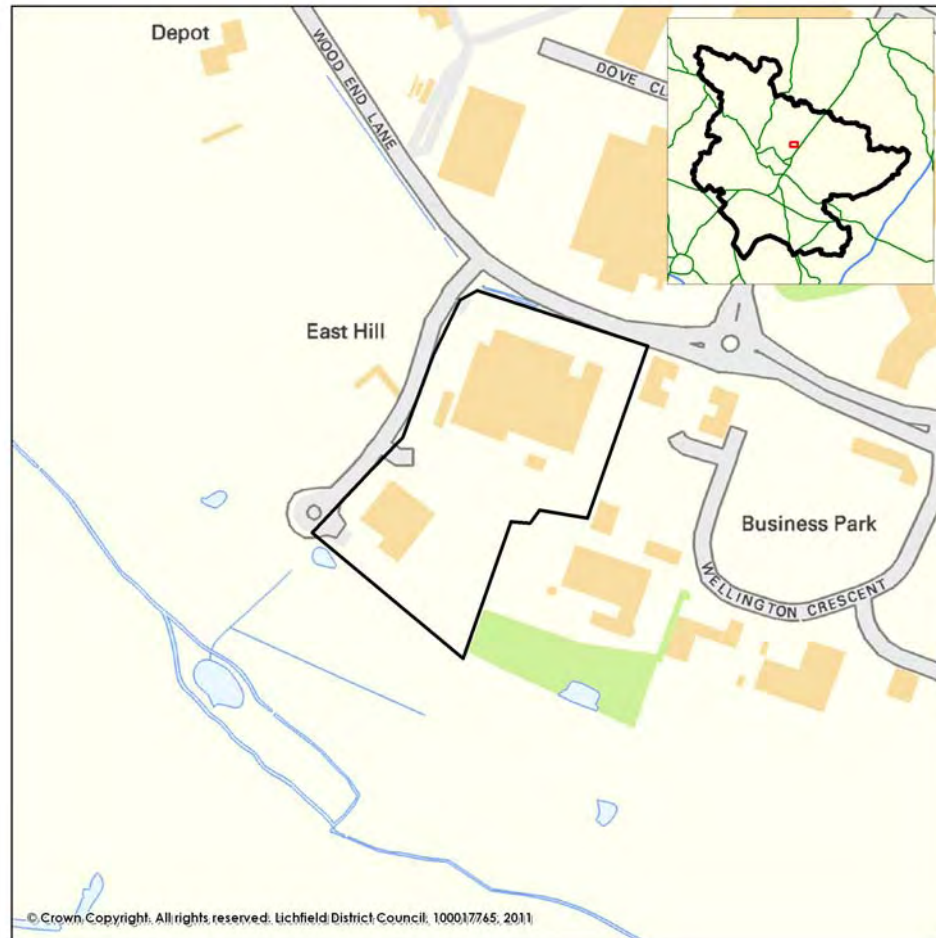




## E29 - Wellington Crescent, Fradley



## E30 - Wellington Crescent, Fradley



## E31 - Fradley Park (north of Wood End Lane and west of Lancaster Road)



## E32 - Fradley Park



## E33 - Fradley Park



## E34 - Fradley Park



## E35 - South Staffordshire Water, Fradley

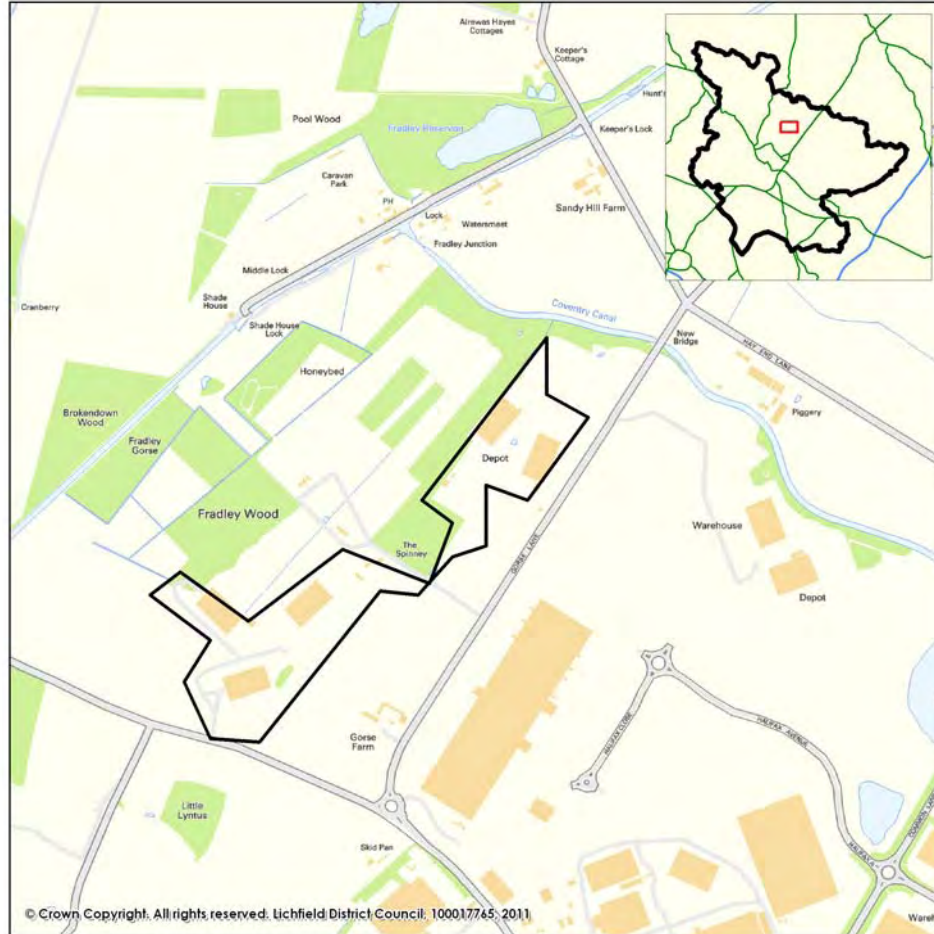


## E36 - Fradley Business Centre

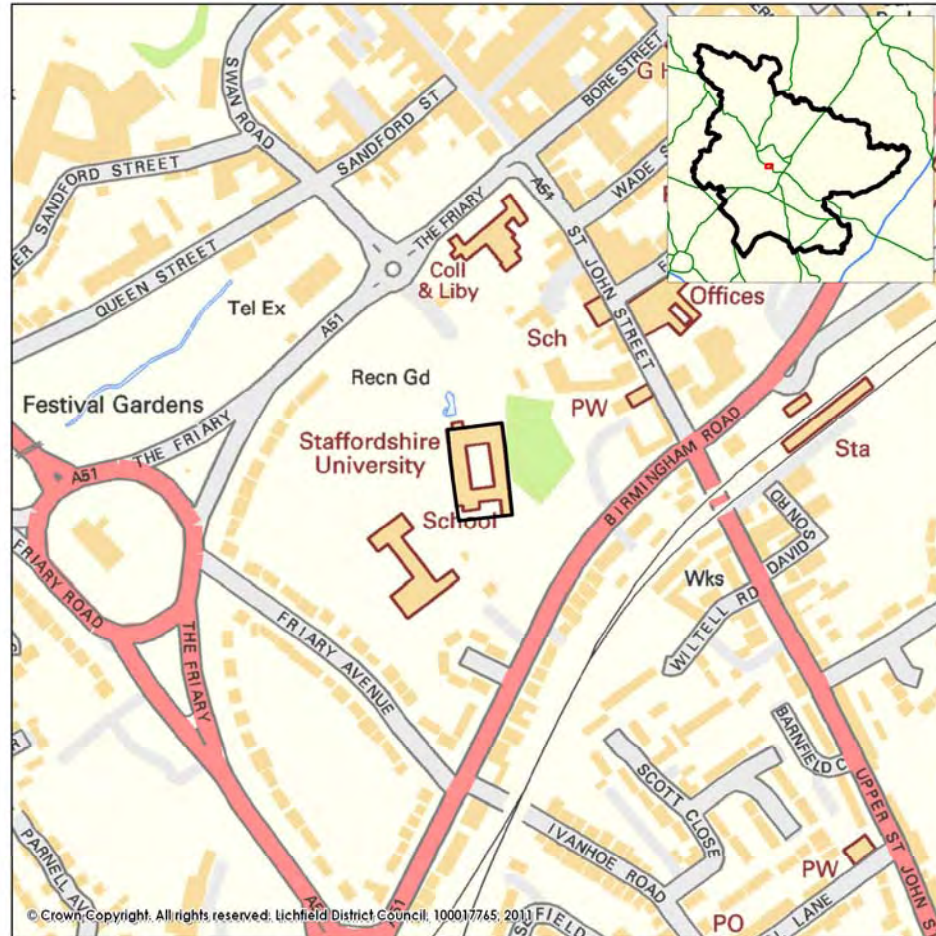




## E37 - Gorse Lane, Fradley



## E38 - Lichfield Business Village



## E39 - Queens Drive Industrial Estate



## E40 - Chasewater Craft Units



## E41 - Fradley Park



## E42 - Birchbrook Industrial Park



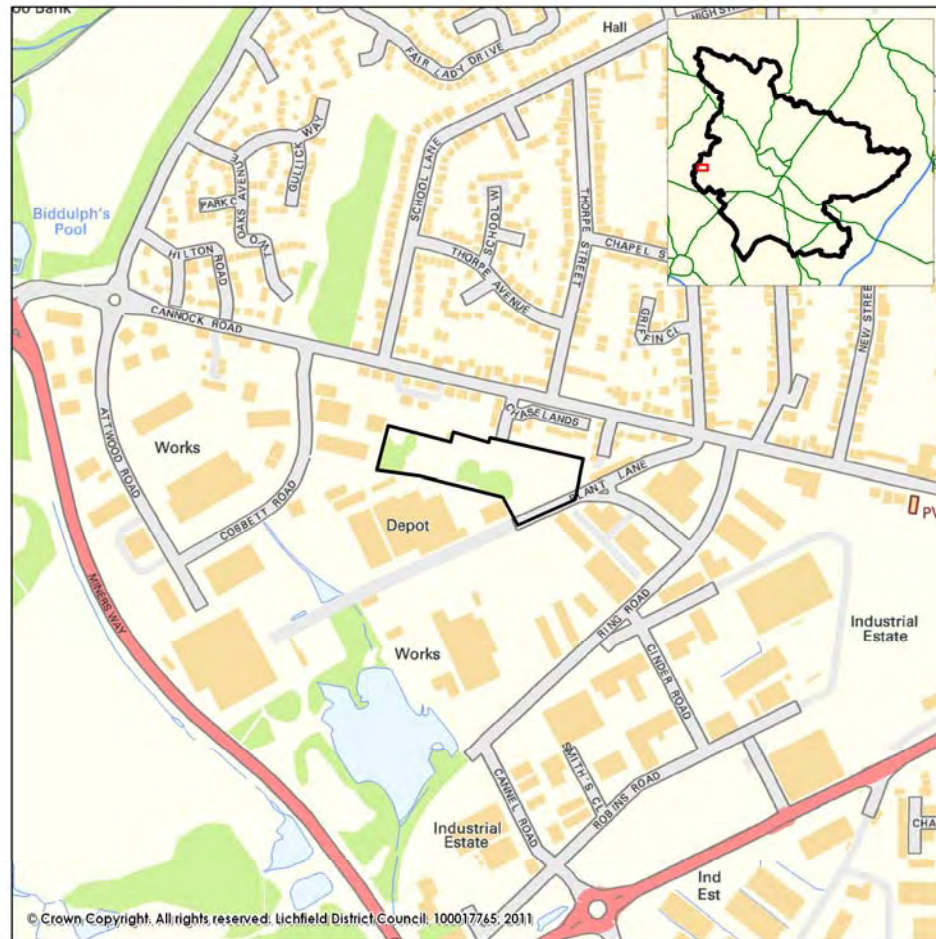
## E43 - Burntwood Business Park (Zone 2)



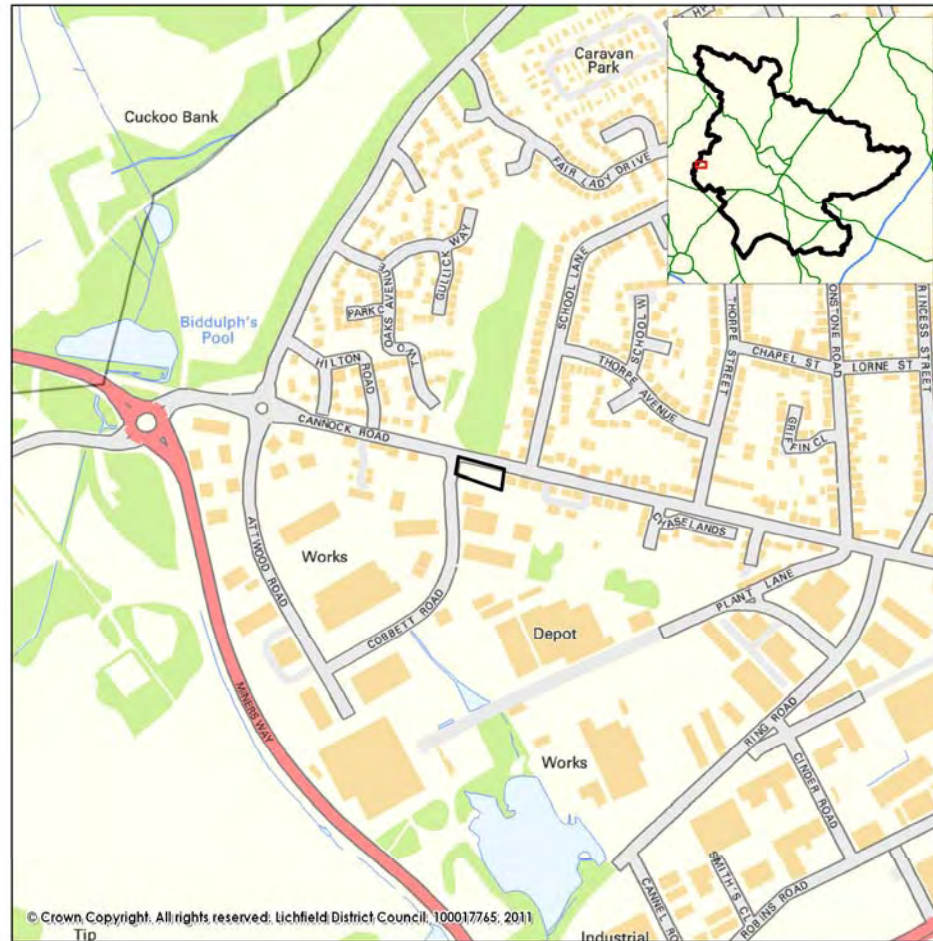
# Potential Employment Sites: Committed Supply



P1 - Land north of Plant Lane at Burntwood Business Park (Zone 1) – Commitment



## P2 - Land south of Cannock Road at Burntwood Business Park (Zone 1) – Commitment



### P3 - Land east of Miners Way at Burntwood Business Park (Zone 1) – Commitment



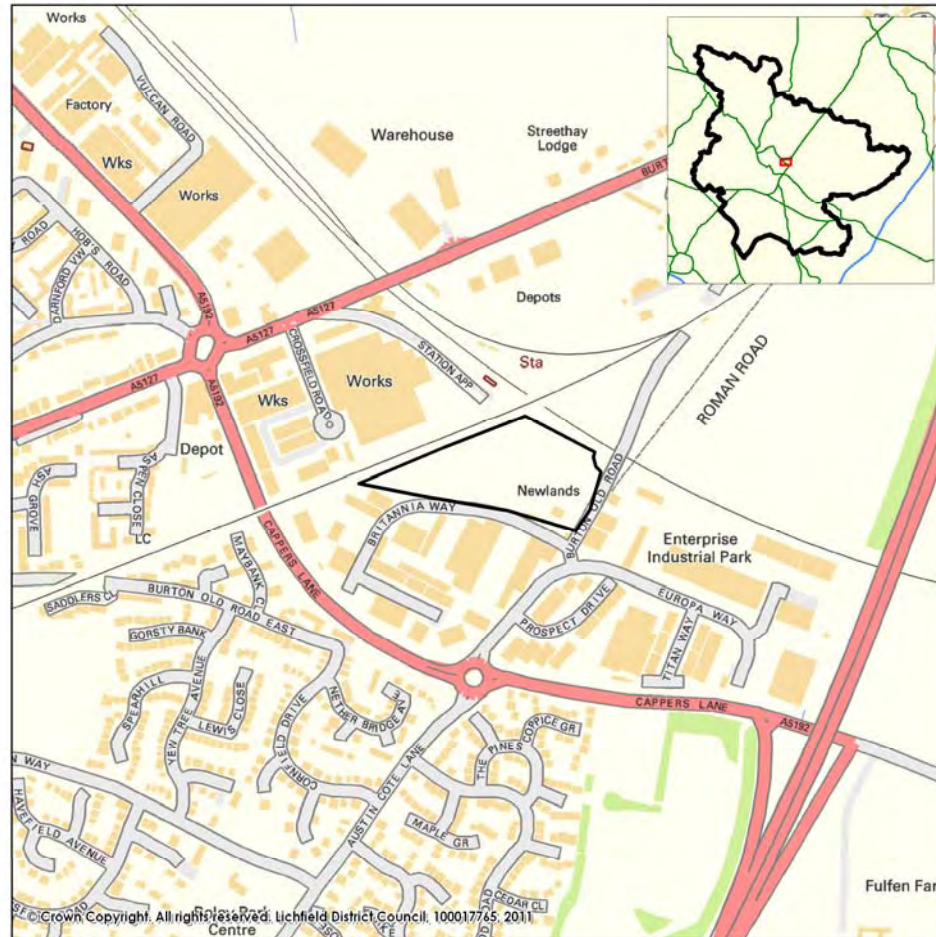
### P4 - City Wharf (Blocks C & D) – Commitment



## P5 - Former Revelan Works, Eastern Avenue – Commitment



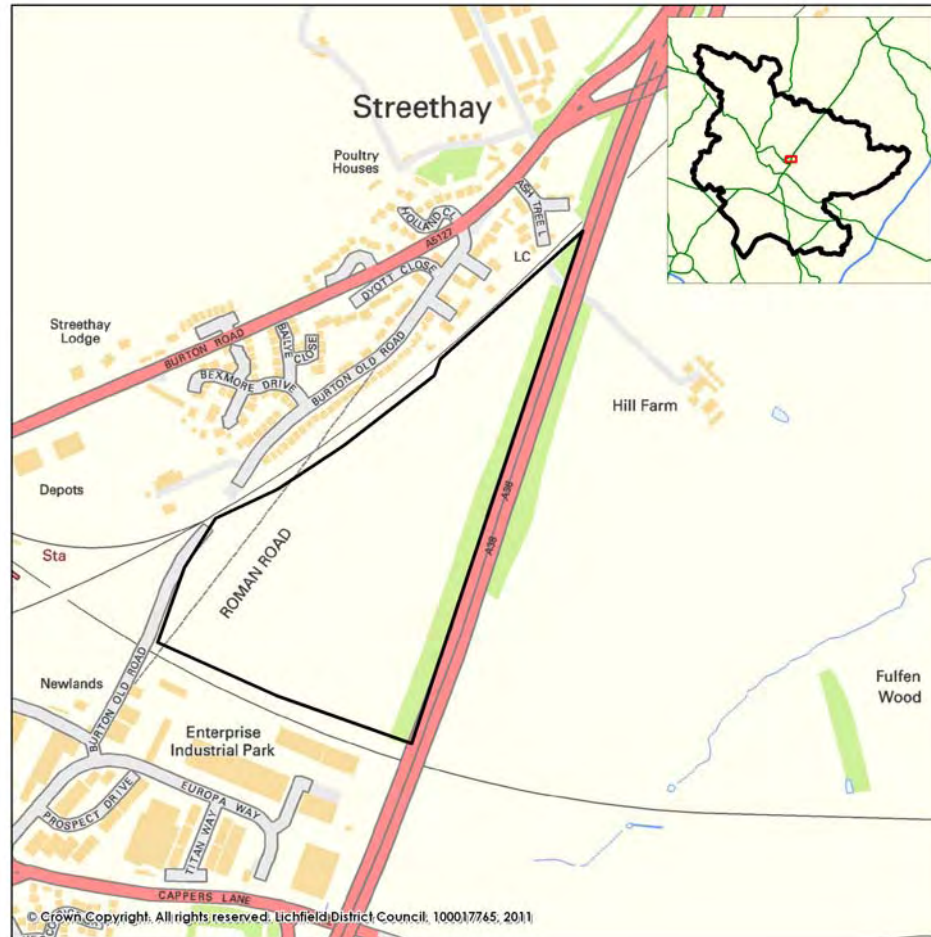
## P6 - Land north of Britannia Park – Commitment



## P7 - Land west of Burton Old Road – Commitment

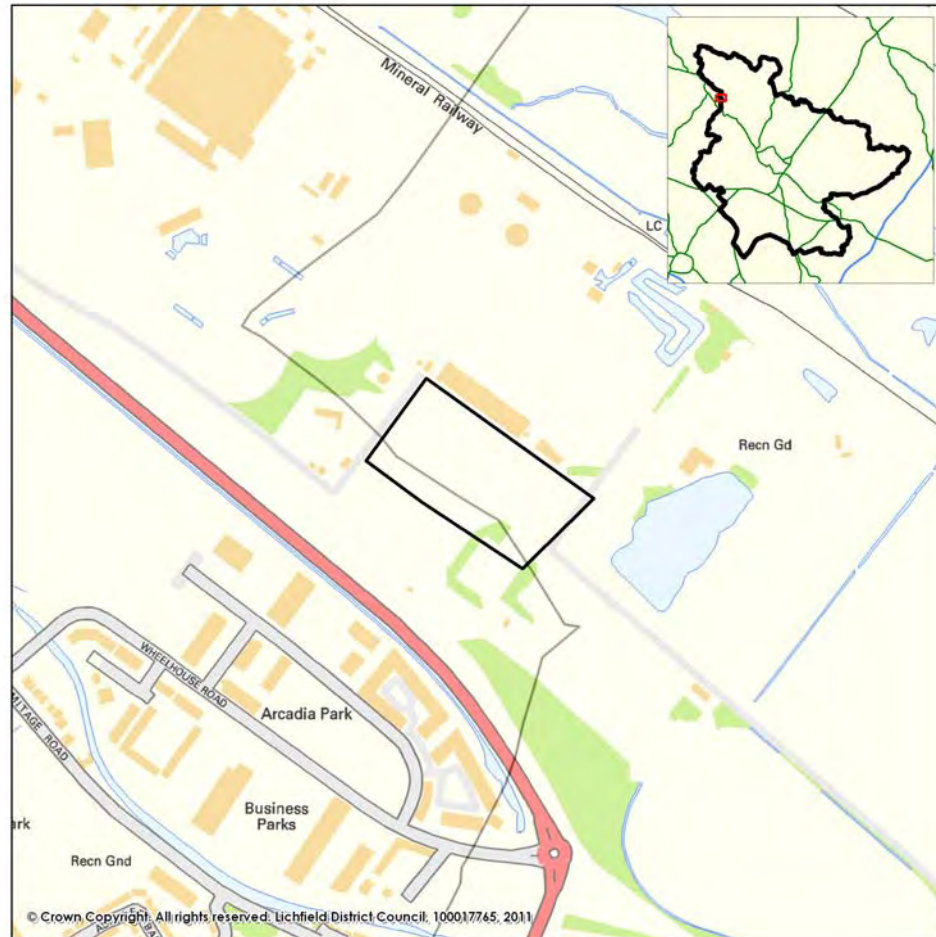


### P8 - Land east of Burton Old Road – Commitment





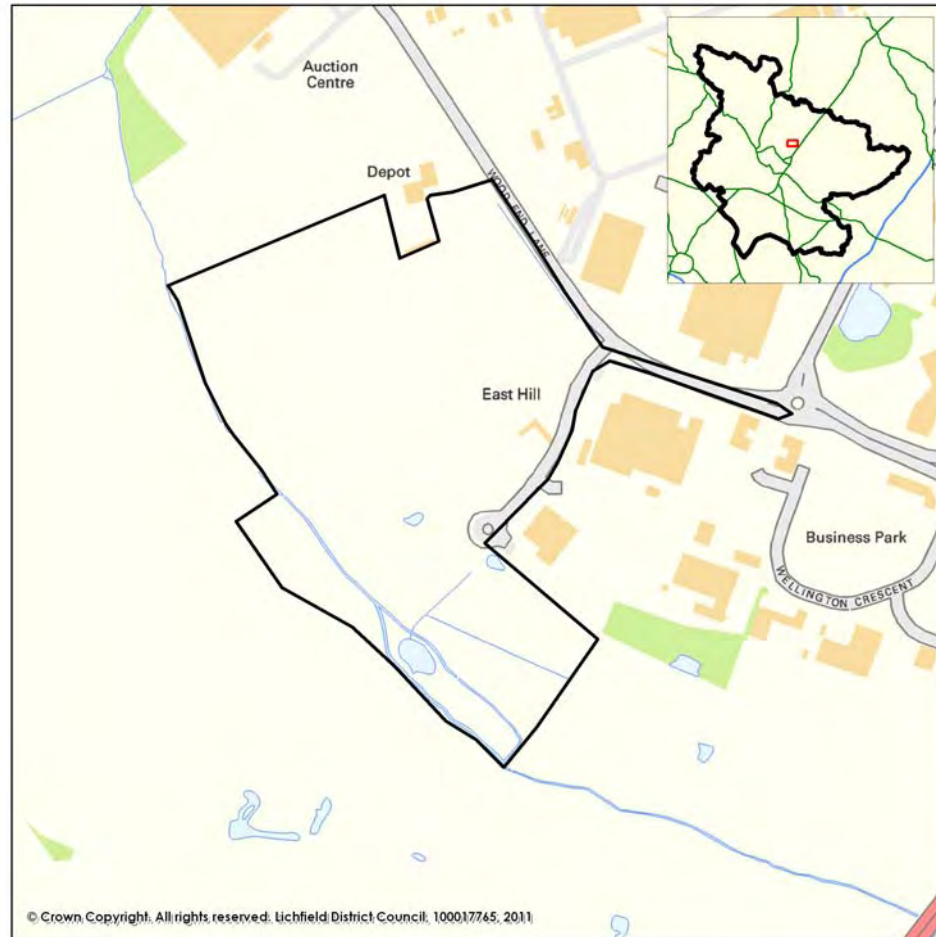
## P9 - Rugeley Power Station – Commitment



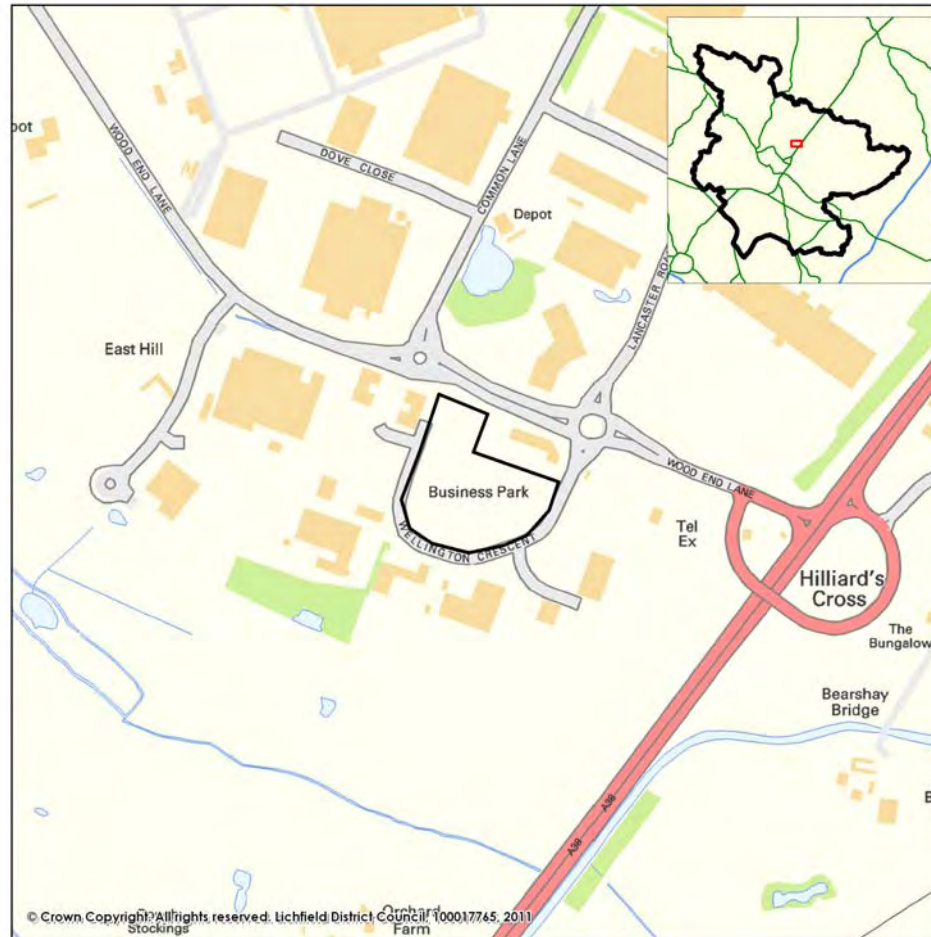
## P10 - Fradley Park – Commitment



## P11 - Land at East Hill, Fradley – Commitment



## P12 - Wellington Crescent, Fradley – Commitment



### P13 - Wellington Crescent, Fradley – Commitment



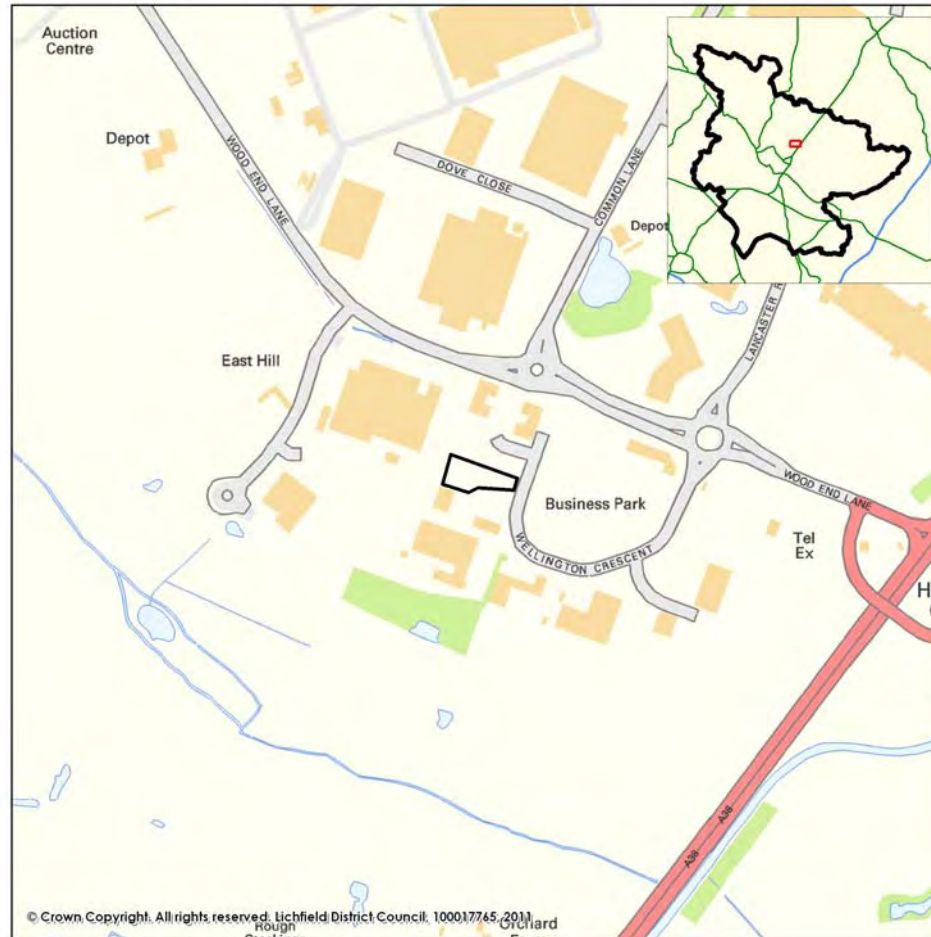
## P14 - Wellington Crescent, Fradley – Commitment



## P15 - Wellington Crescent, Fradley – Commitment



## P16 - Wellington Crescent, Fradley – Commitment





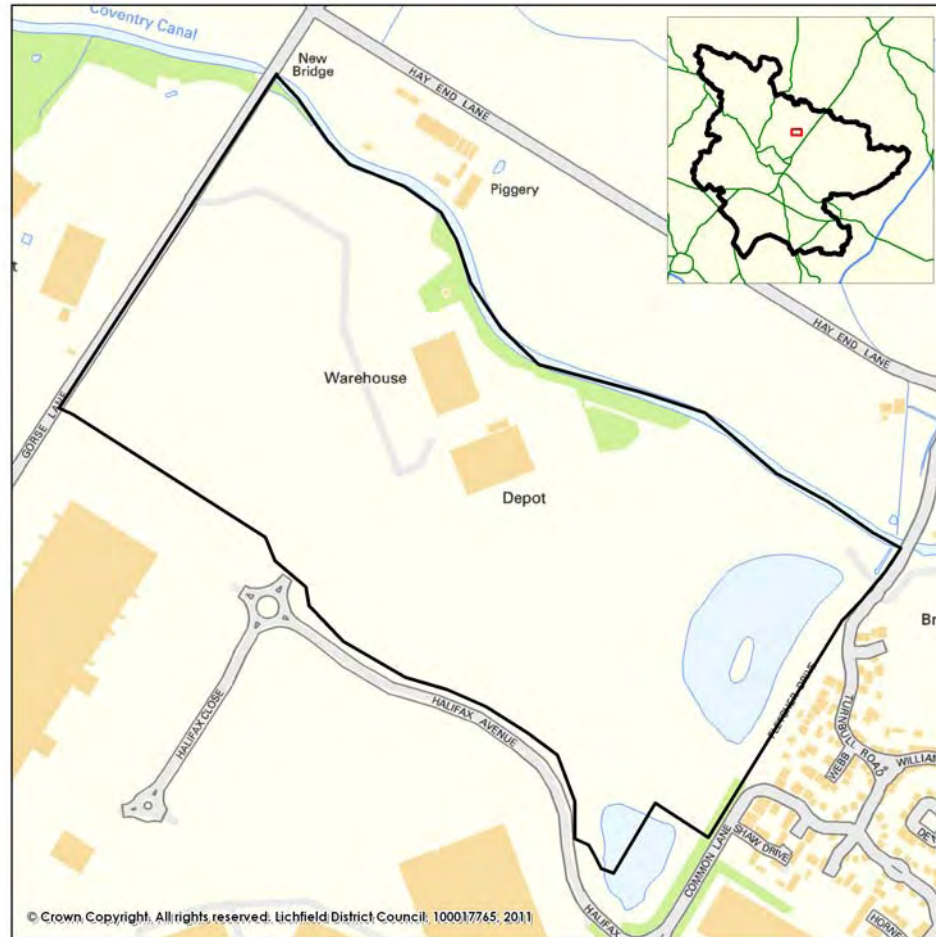
## P17 - Fradley Park (north of Wood End Lane and east of Lancaster Road) – Commitment



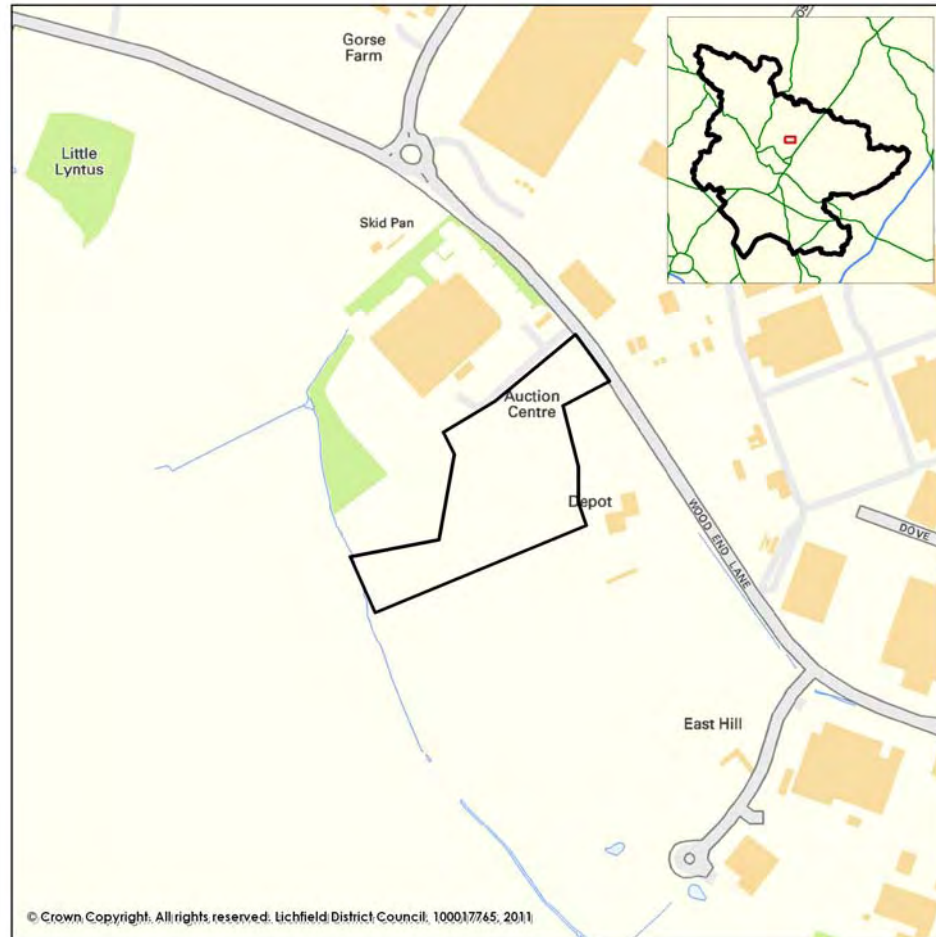
## P18 - Fradley Park – Commitment



## P19 - Fradley Park North – Commitment



## P20 - Land south of Auction Centre, Fradley – Commitment

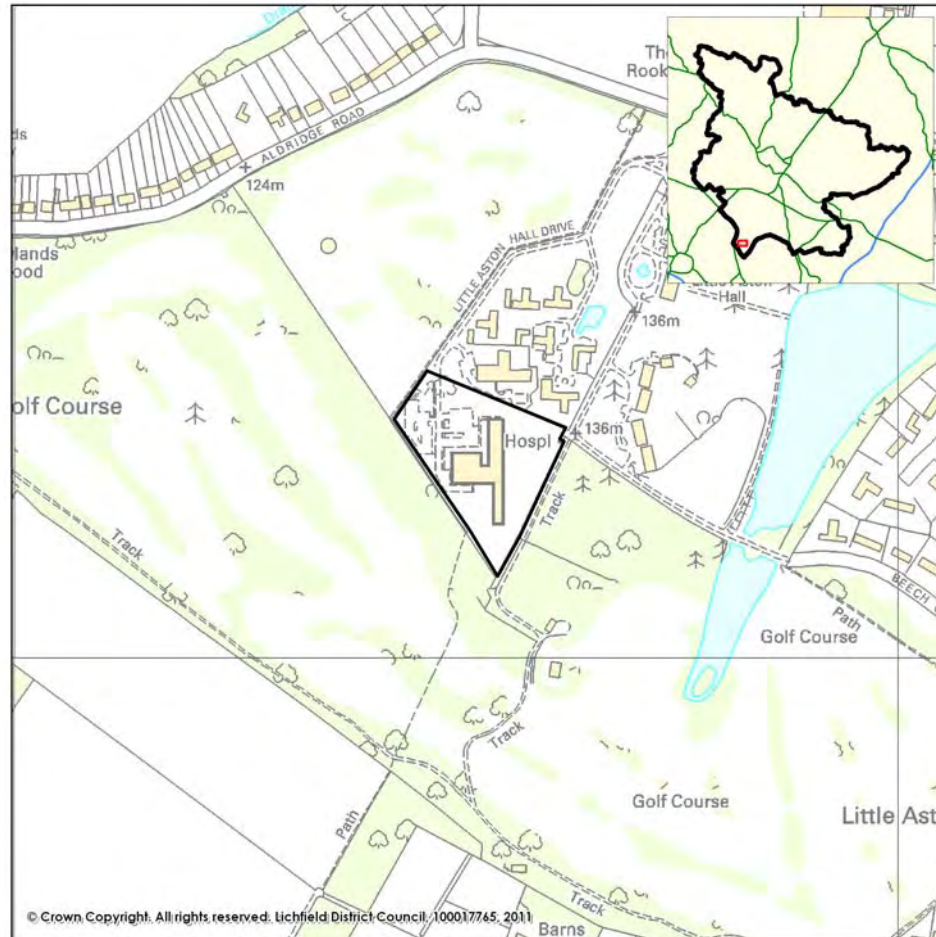


## P21 - Burntwood Business Park (Zone 5) – Commitment



# Potential Employment Sites: Potential Future Supply

## P22 - Little Aston Hall Hospital - Potential



## P23 - Land West of Lichfield South Business Park - Potential





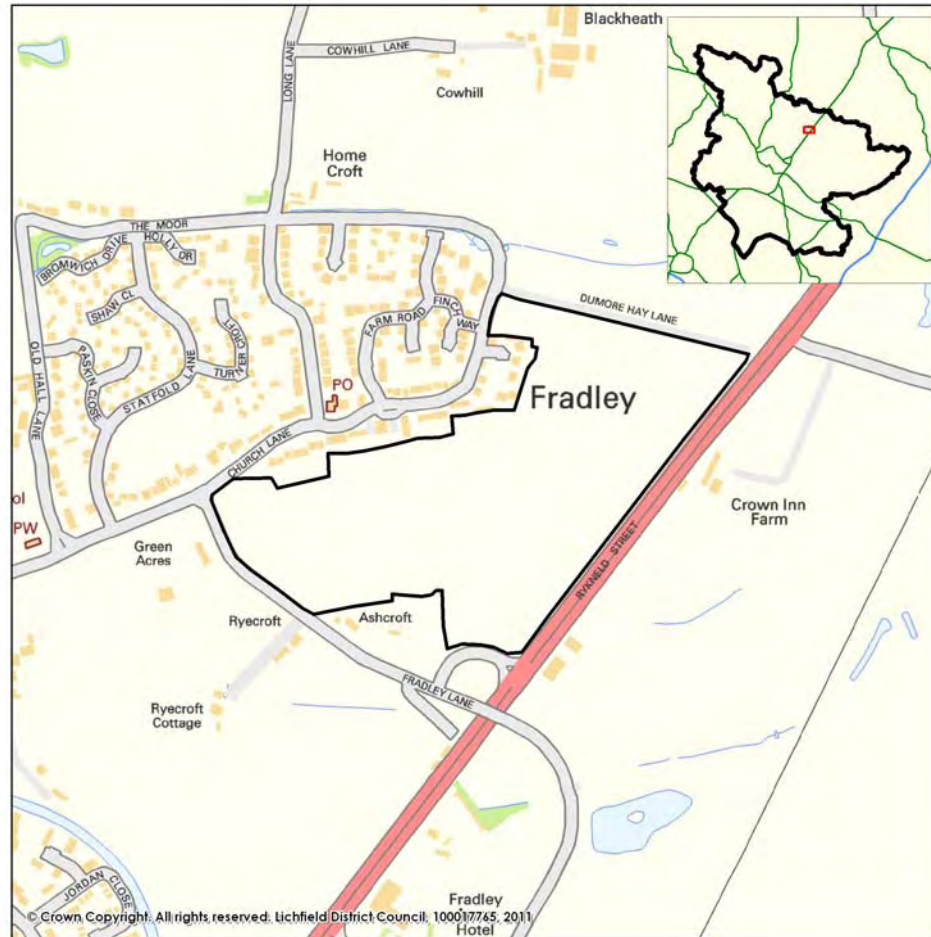
### P24 - Bagnall Lock - Potential



## P25 - Seedy Mill Water Treatment Works - Potential



## P26 - Land North of Fradley Lane - Potential



## P27 - Land at Burntwood Business Park (Zone 3) - Potential



## P28 - Land at Burntwood Business Park (Zone 3) - Potential



## P29 - Land at Burntwood Business Park (Zone 3) - Potential



### P30 - Land north of Burntwood Business Park (Zone 4) - Potential



### P31 - Land south of Burntwood Business Park (Zone 4) - Potential





### P32 - Land at Burntwood Business Park (Zone 3) - Potential



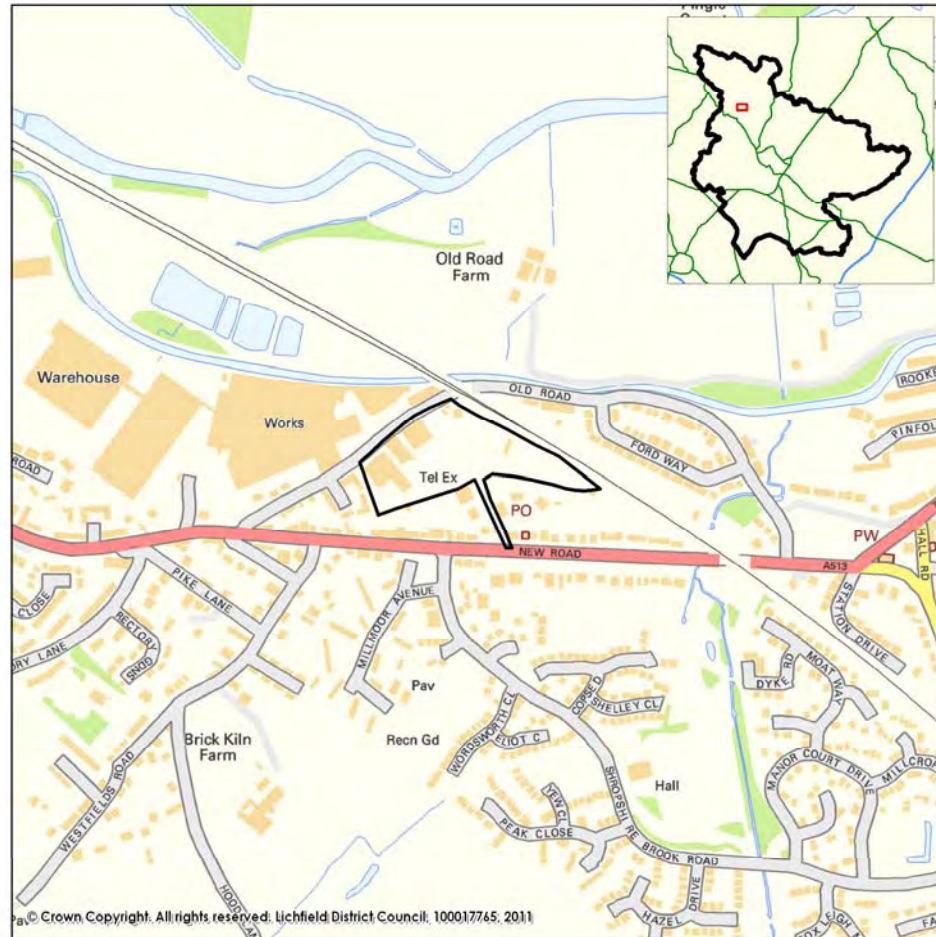
### P33 - Land at Burntwood Business Park (Zone 3) - Potential



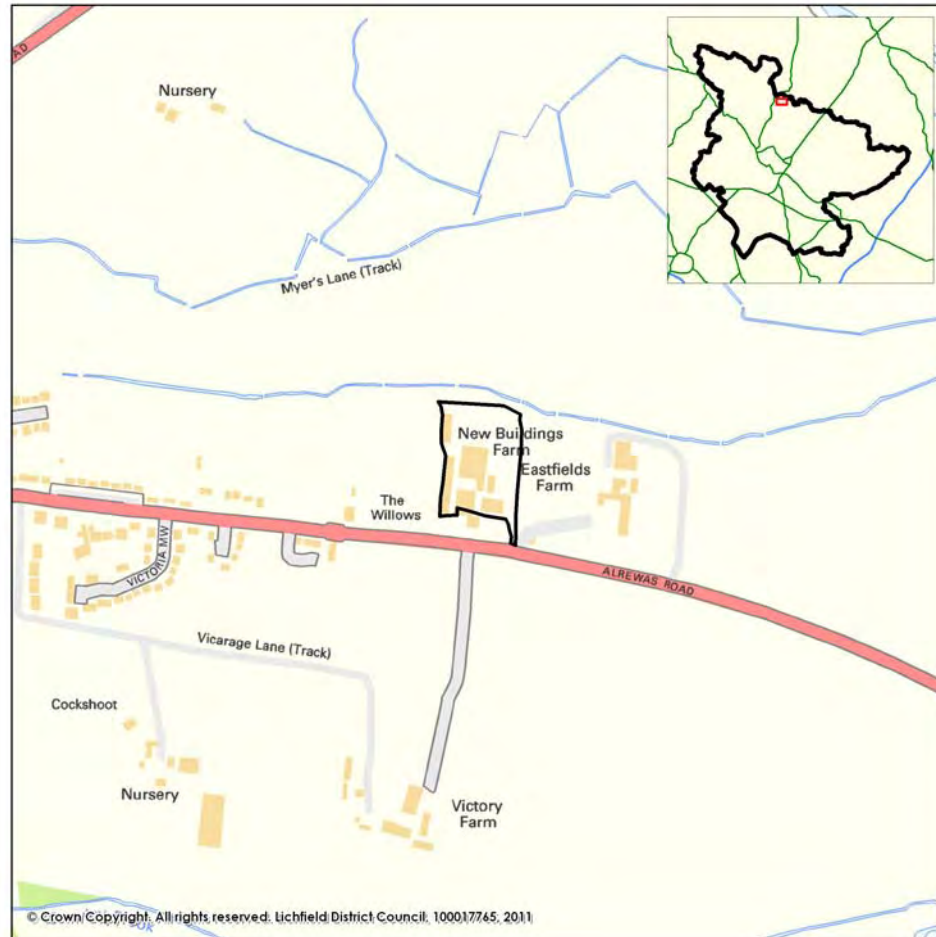
### P34 - Land at Burntwood Business Park (Zone 3) - Potential



### P35 - Old Road, Armitage - Potential



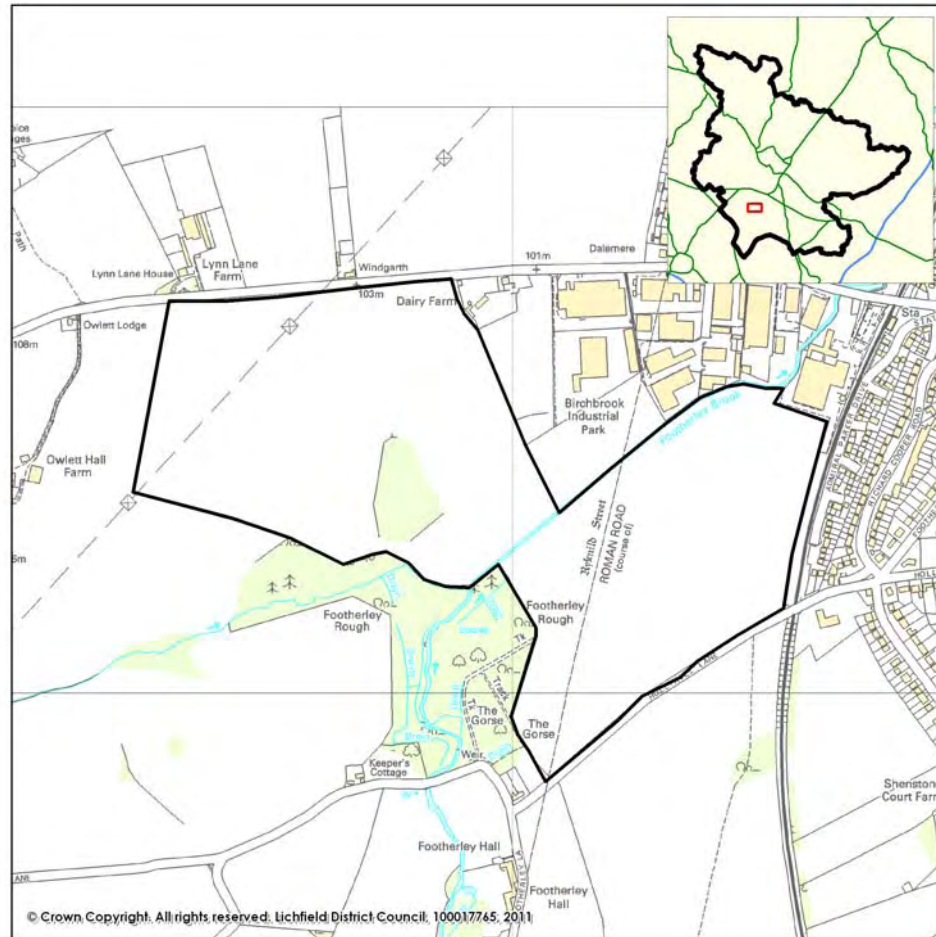
### P37 - Eastfields Farm - Potential



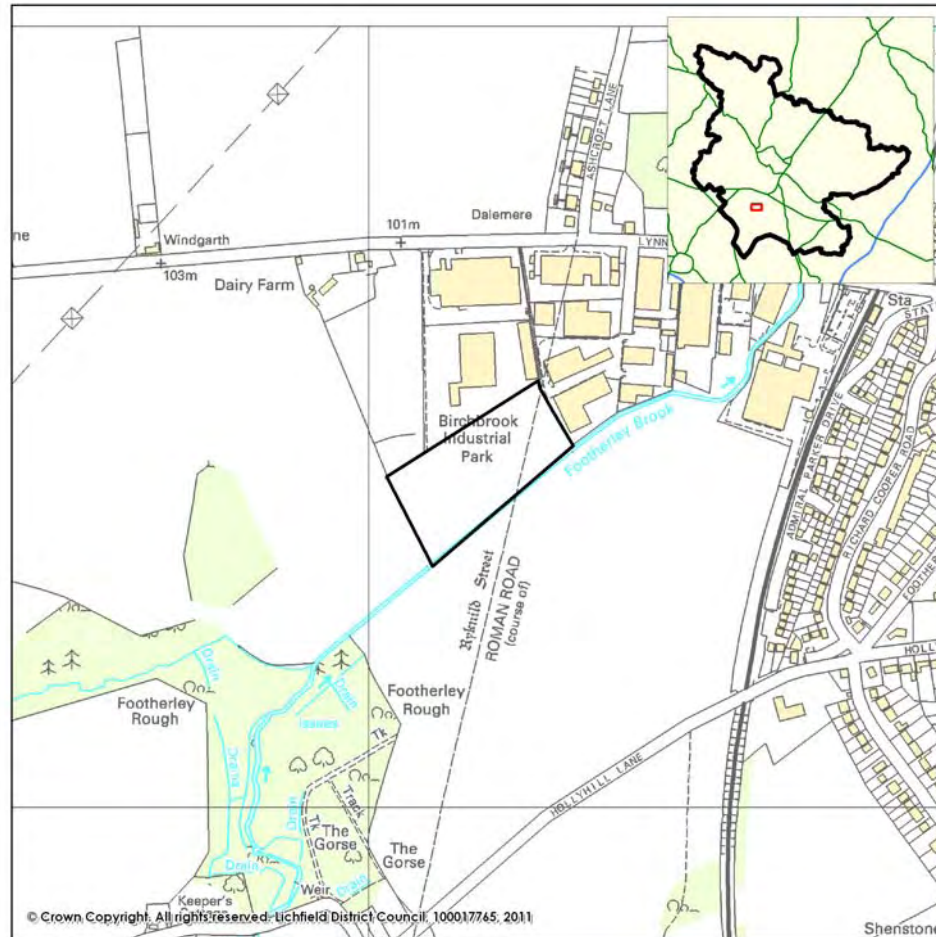
### P38 - Land North of Bassetts Pole - Potential



### P39 - Land South of Birchbrook Industrial Park - Potential

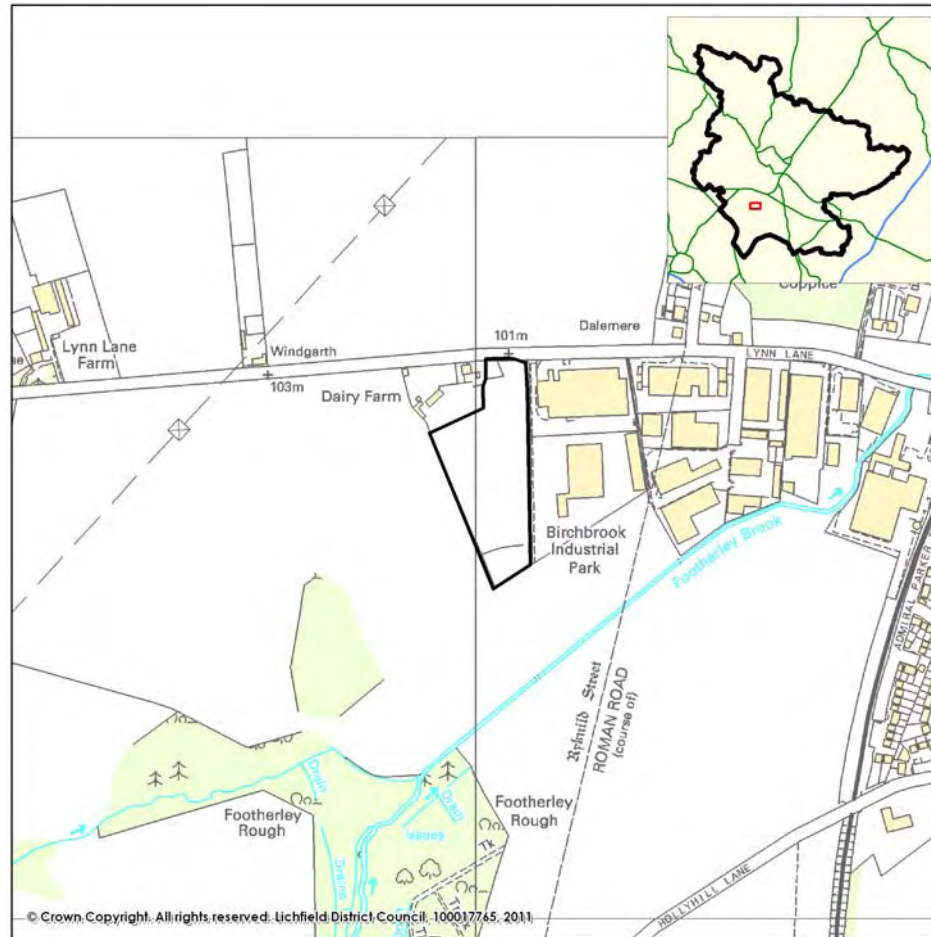


## P40 - Land adjacent to Birchbrook Industrial Park (south) - Potential





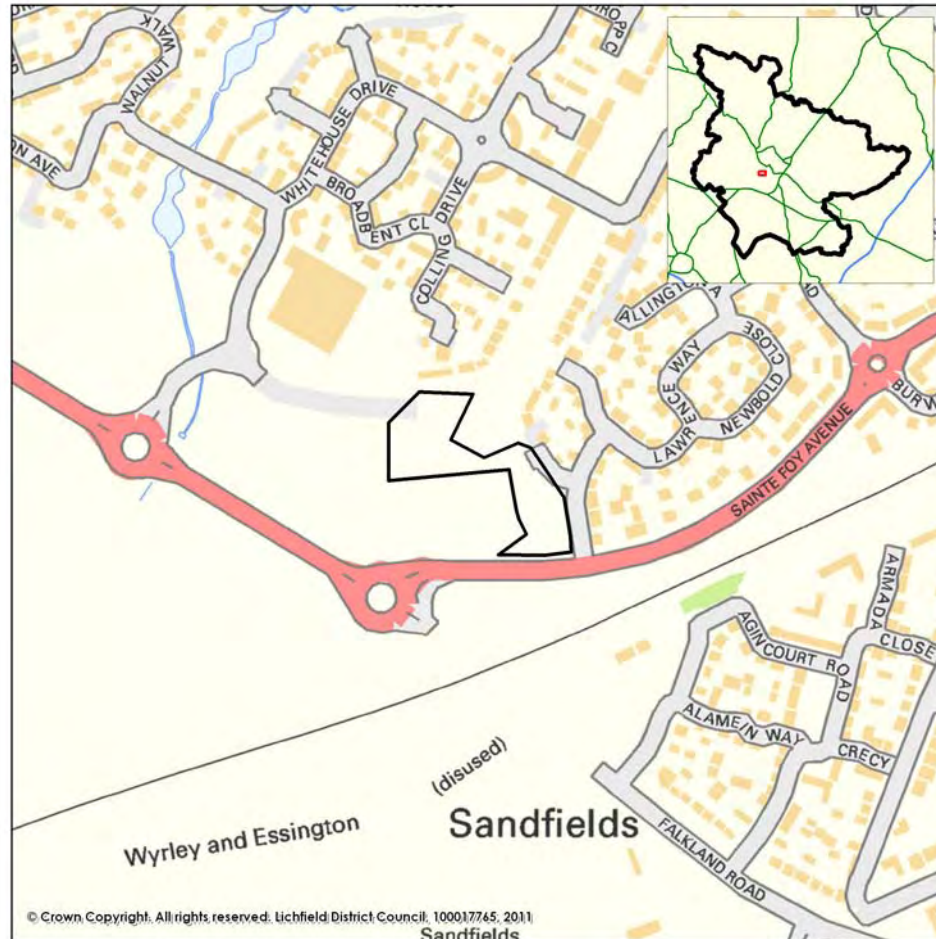
## P41 - Land adjacent to Birchbrook Industrial Park (west) - Potential



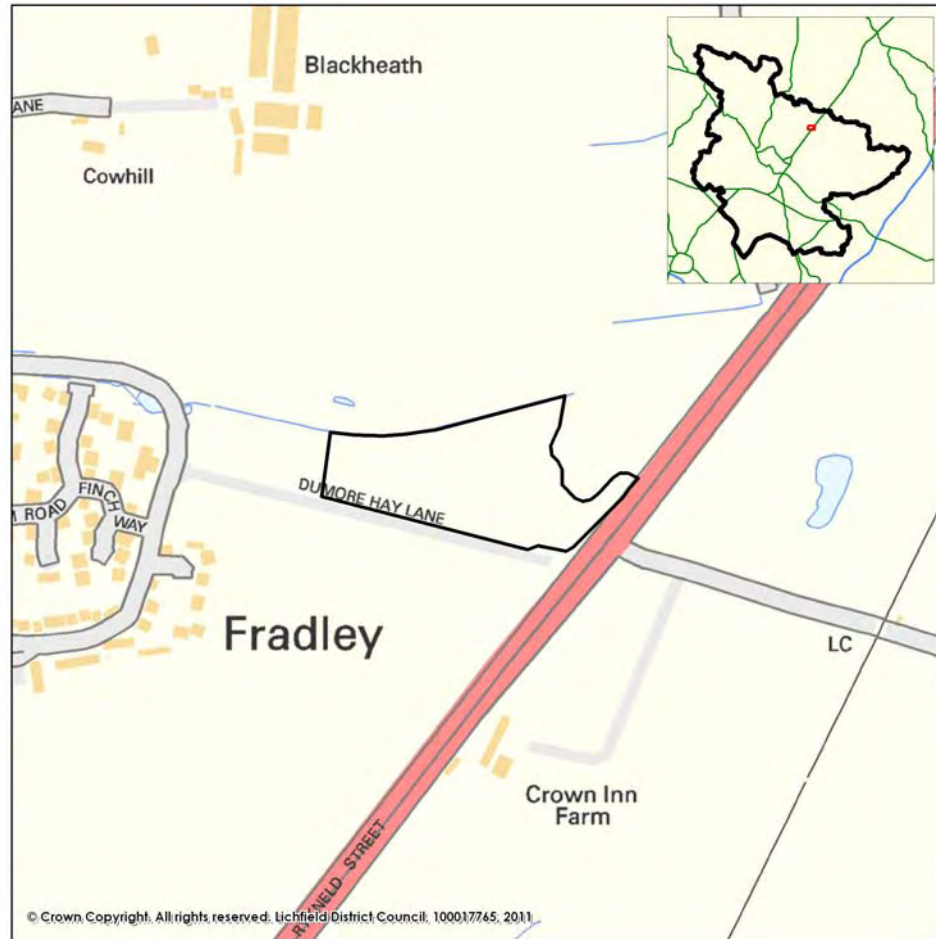
### P42 - Main Road, Harlaston - Potential



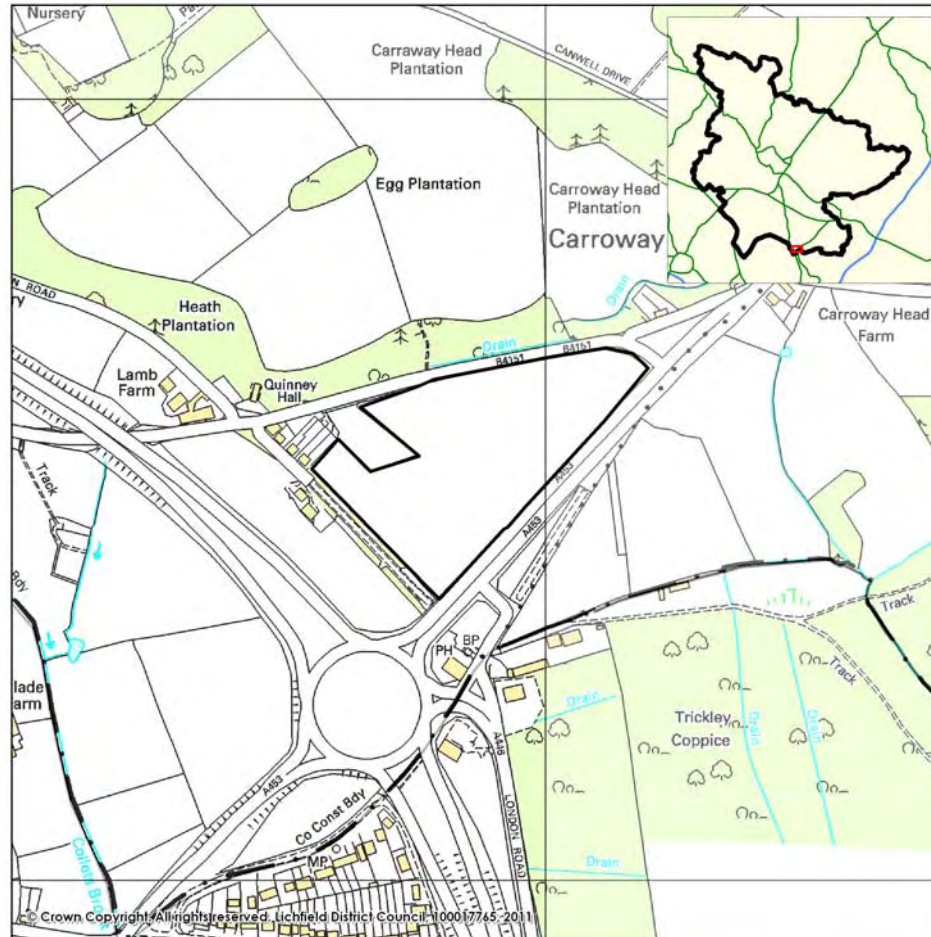
### P43 - Land off Sainte Foy Avenue - Potential



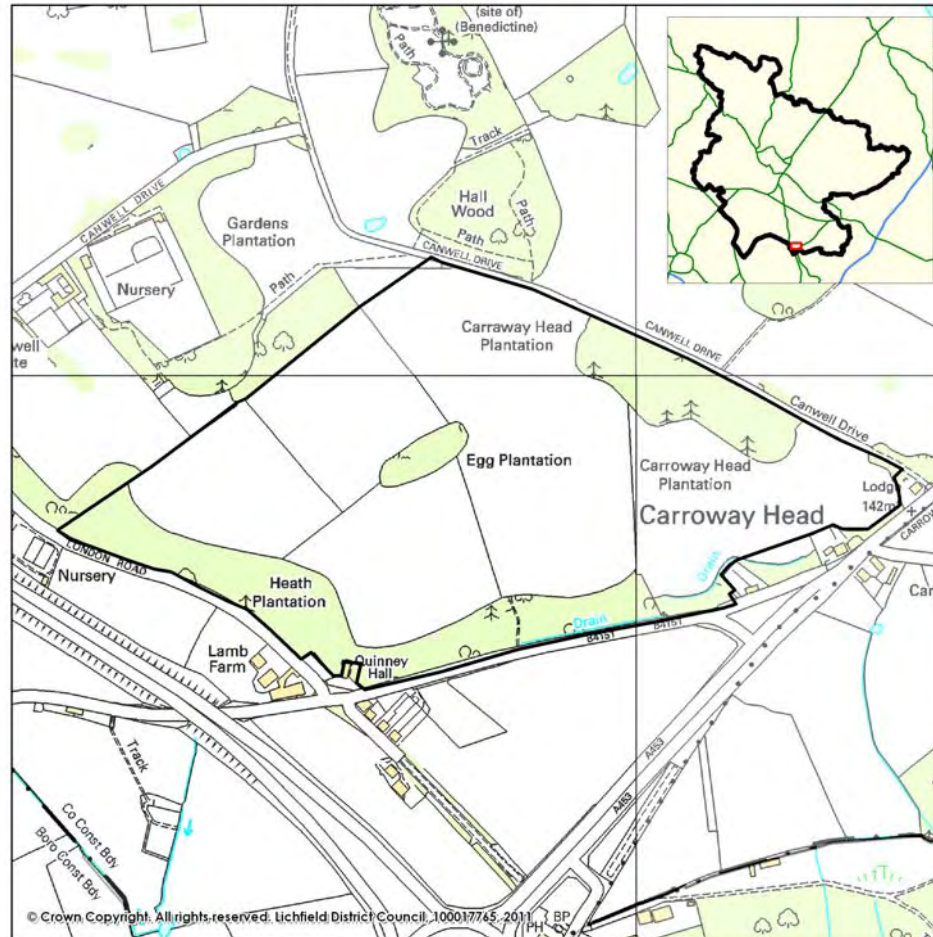
### P44 - Land North of Dumore Hay Lane - Potential



## P45 - Land South of B4151, Carroway Head - Potential



### P46 - Land North of B4151, Carroway Head - Potential



### P47 - Land at Junction of A513 and A38 - Potential

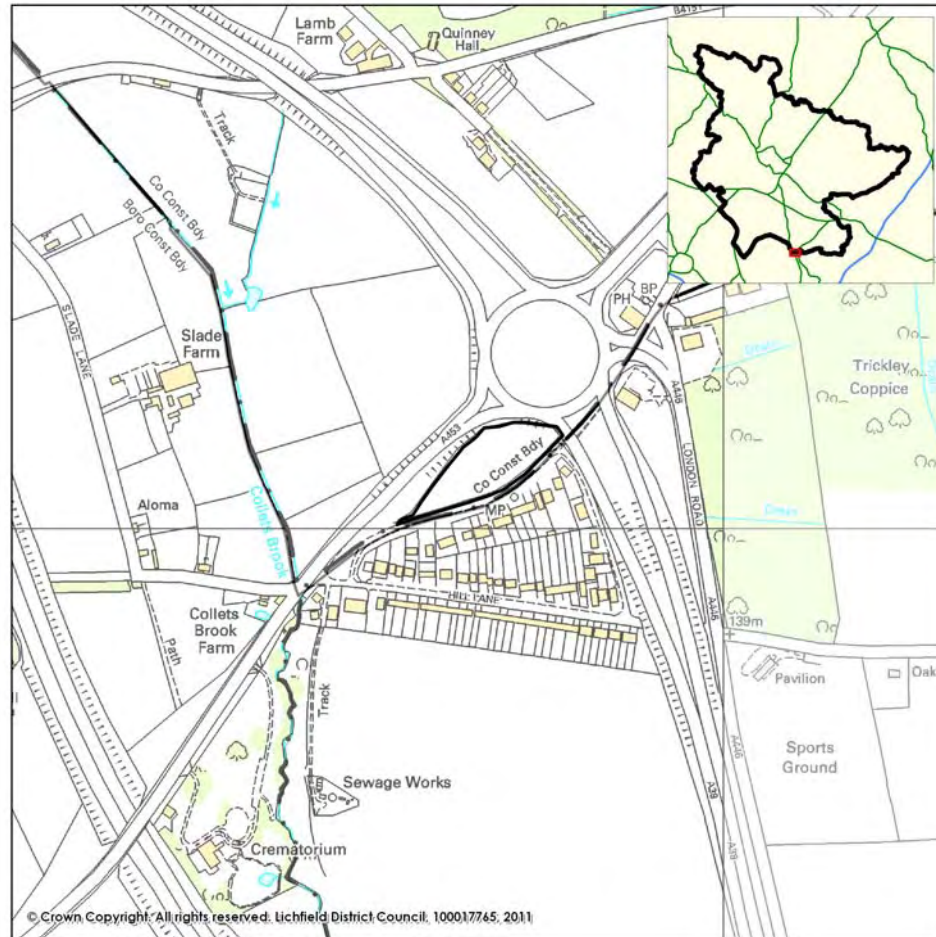


### P48 - Land at Junction of A51 and A515 - Potential

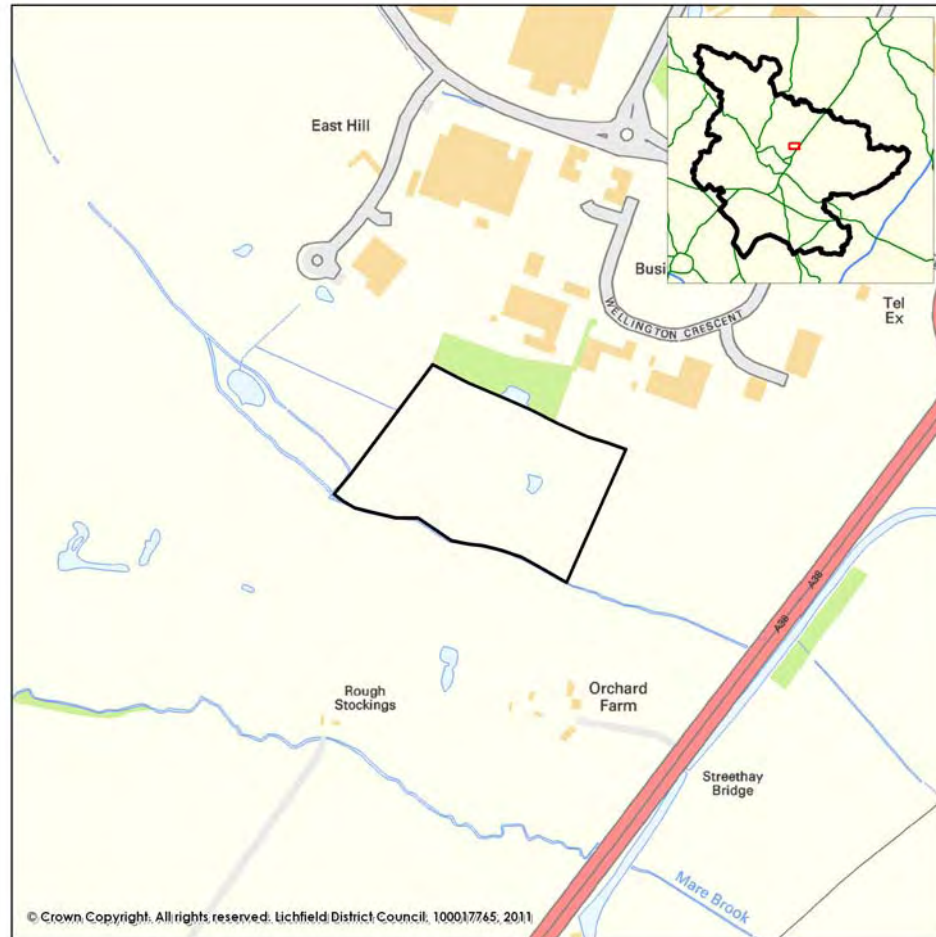




### P49 - Land South of Bassetts Pole - Potential



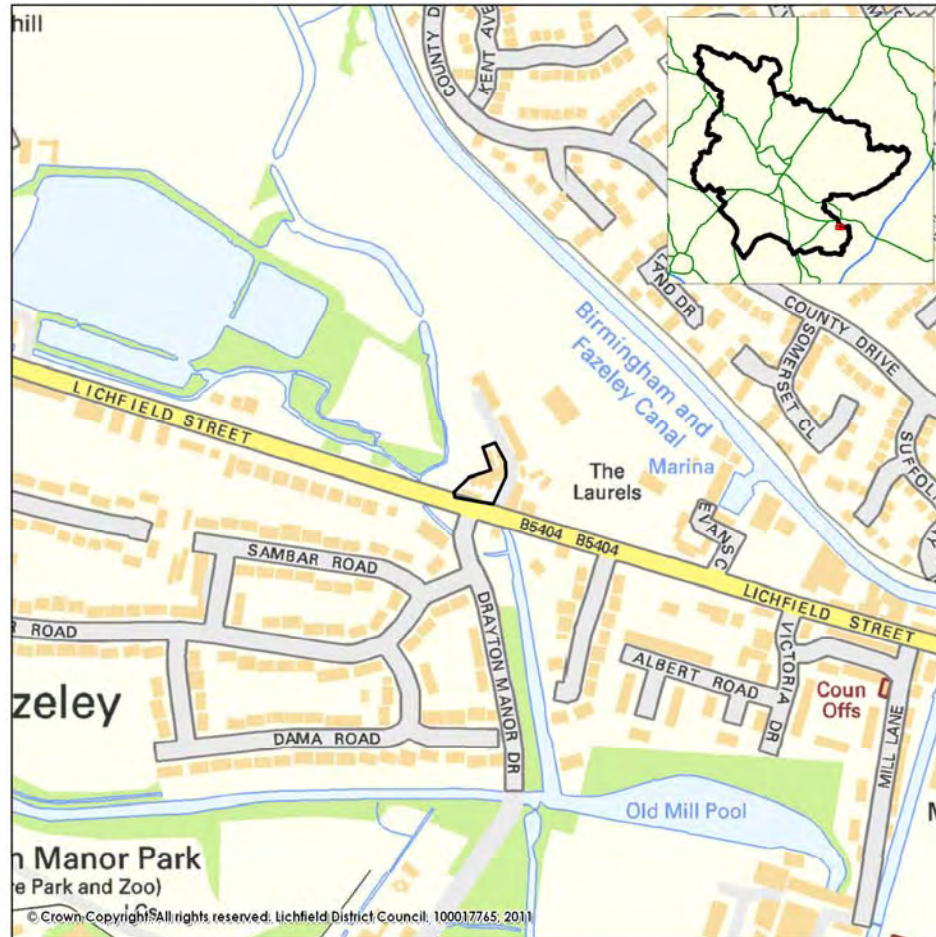
P50 - Land to the south west of Wellington Crescent, Fradley - Potential



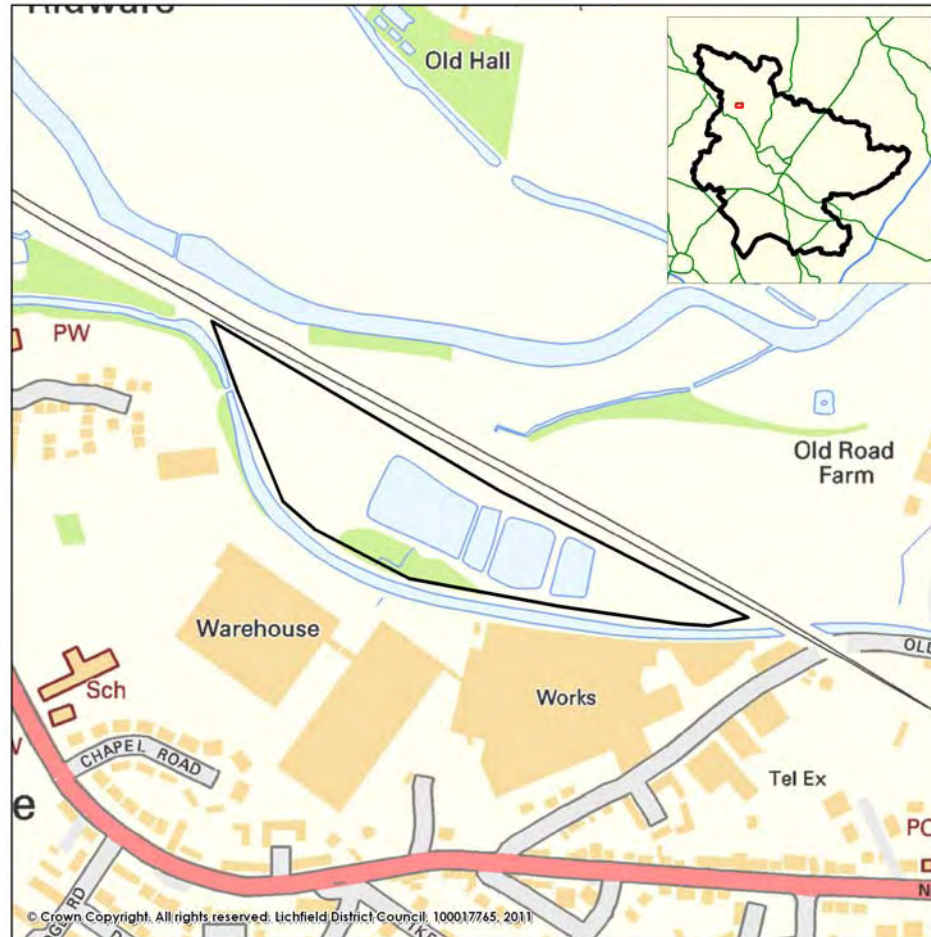
### P51 - Land at Hilliard's Cross, Fradley - Potential



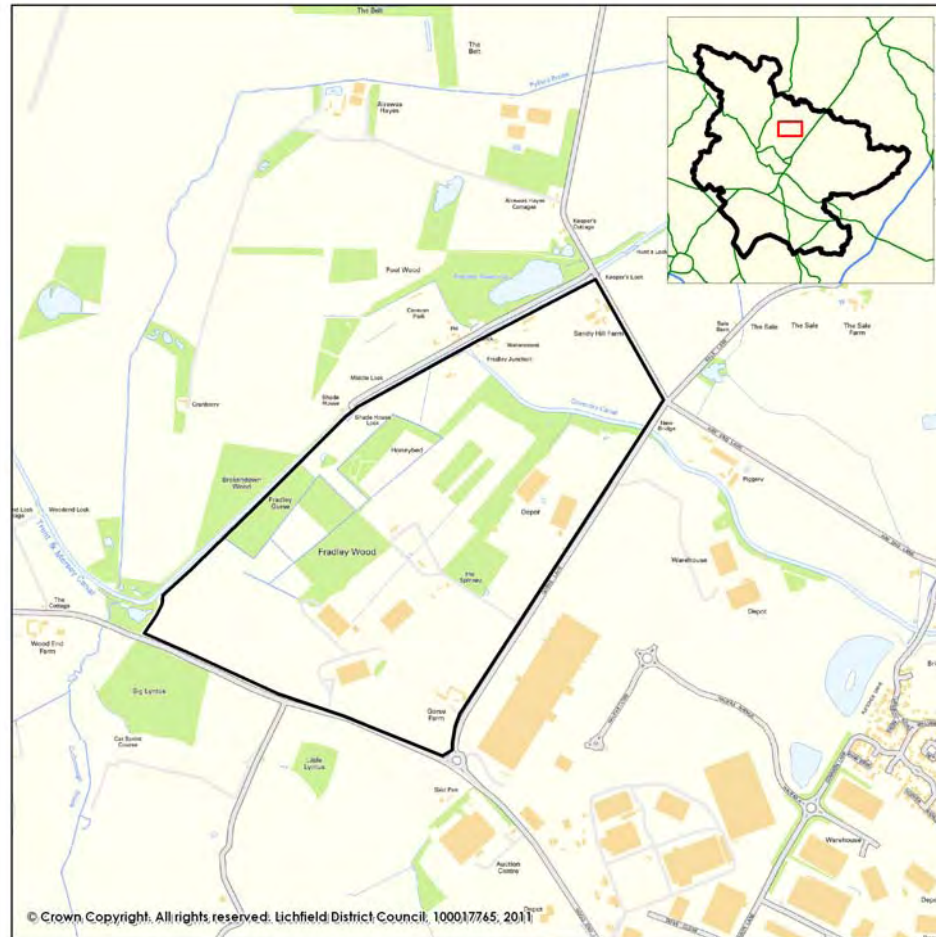
### P52 - Land West of Bonehill Mews - Potential



### P53 - Land north of Armitage Shanks - Potential



### P54 - Fradley West - Potential



P55 (109) – Lichfield City Centre Site (Friarsgate) – Commitment; P56 (111) Lichfield City Centre Site (Bird Street)- Potential; P57 (112) Lichfield City Centre Site (Tamworth Street)- Potential; P58 (113) Lichfield City Centre Site (Church Street/ Tamworth Street)- Potential; P59 (114) Lichfield City Centre Site (Church Street/ Rotten Row)- Potential; P60 (115) Lichfield City Centre Site (Gresley Road)- Potential; P61 (116) Lichfield City Centre Site (Sandford Street)- Potential; P62 (117) Lichfield City Centre Site (The Friary)- Commitment



# Appendix D – Existing Sites Assessment Proforma



## Existing Employment Areas Proforma

Site Ref No

Address

Criteria	Score	Notes
Typology	<input style="width: 40px; height: 40px;" type="text"/>	1 – An industrial estate owned and managed as an investment likely to have similar types of buildings, etc. 2 – Other industrial areas dominated by owner occupiers interwoven with other small industrial estates.
Building Age	<input style="width: 40px; height: 40px;" type="text"/>	1 – Pre 1945 2 – 1945 – 1960, post war but likely to have similar characteristics 3 – 1960-1980 more modern buildings portal frame with modern car parking emerging 4 – 1980-2011 modern buildings good specification and car parking
Building Quality	<input style="width: 40px; height: 40px;" type="text"/>	5 – Good condition – lower than normal level of maintenance requirement within medium term. 4 – Satisfactory condition – normal level of maintenance and repair requirement within the medium term. 3 – Fair condition – capable of attracting satisfactory condition rating but with a notable backlog of maintenance and /or technical upgrading works required within the medium term. 2 – Poor condition – major repair and /or technical work required in the short term but capable of attaining with expenditure that does not exceed 50% of replacement cost. 1 – Very poor condition – as per as poor condition but level of expenditure required to obtain satisfactory condition exceeds 50% of replacement cost.
General External Environment	<input style="width: 40px; height: 40px;" type="text"/>	5 – Excellent quality environment – extensive external public realm areas well maintained, road maintenance no issues, buildings of high quality external appearance for use, no derelict sites, vacant plots maintained. 4 – High quality – less extensive landscaping but public realm maintained, road maintenance adequate but minor defects, buildings of appropriate quality, no derelict sites but vacant plots need some maintenance. 3 – Average quality – few landscaped areas, and where present maintenance required. Buildings of average quality for use. Road maintenance some significant repairs needed, some derelict sites but not highly visible, vacant plots untidy and requiring major improvement. 2 – Below average quality – maintenance of public realm poor, extensive repairs needed to roads, some open storage uses – vacant plots appear abandoned, buildings of below average quality. 1 – Very poor /poor quality – evidence of fly tipping in public areas, roads system in need of complete overhaul, major /derelict sites, buildings of very poor /poor quality even taking use. Numerous open storage uses presenting poor image.
Level of Visible Voids	<input style="width: 40px; height: 40px;" type="text"/>	5 – 90 – 100% of buildings occupied 4 – 80% - 90% of buildings occupied 3 – 60 – 80% of buildings occupied 2 – 40% - 60% of buildings occupied 1 – less than 40% of buildings occupied

Nature of Existing Tenants

5 – National /international names: significant presence.  
4 – Some national /international names present, but majority of occupiers from drawn from regional companies.  
3 – No national /international names companies exclusively Staffordshire based.  
2 – Companies drawn from local area but could be seen as having choice of locations in local area.  
1 – Very local companies who by nature of their business would be expected to have very limited choices in terms of alternative location.

Market Attractiveness

3. Site attractive to National companies  
2. Site attractive to Sub-regional companies  
1. Site attractive to Local companies

Accessibility Strategic

5 – 0 -5 minutes drive time  
4 – 5-10 minutes drive time  
3 – 10-20 minutes drive time  
2 – 20-30 minutes drive time  
1 – 30 minutes plus

Access Local

5 – easy site access no issues available public transport  
4 – No access for issues for vehicles but no public transport  
3 – Easy immediate site access but wider issues on link to strategic highway net work  
2 – Restricted access for HGV's and restricted access to major road network  
1 – restricted access by all commercial vehicles not public transport

Local Amenities

5. Close to a town centre with a wide range of services (5 different services or more)  
4. Close to local centre with a reasonable range of services (4 different services)  
3. Close to a limited range of basic services (3 different services)  
2. Close to one or two services  
1. No services in close proximity  
NB1: Employment related services such as banks, travel agents, shops, leisure/recreation, pubs/restaurants.  
NB2: "Close" = within about 10 minutes walk

Public Transport

5. Close to a station, peak time bus route and cycle route; on a pedestrian route  
4. Close to a station or peak time bus route, close to cycle route, on a pedestrian route  
3. Close to either a station or peak time bus route or cycle route; on a pedestrian route  
2. Not near a station, peak time bus route or cycle route; on a pedestrian route  
1. Not on a pedestrian route; not near a station, peak time bus route or cycle route  
NB1. "Close" = within about 10 minutes walk  
NB2. Peak time bus route defined as being a frequency of 2 buses per hour or more (Mon – Fri).

# Appendix E – Existing Sites' Assessment Scores

Existing Employment Site Assessments

Site Reference	Notes	Total Site Area (from GIS) (ha)	Typology	Building Age	Building Quality	External Environment	Visible Voids	Nature of Tenants	Market Attractiveness	Strategic Accessibility	Local Access	Local Amenities	Public Transport	Total Score	Market Score	Physical Score	Sustainability Score	Market Ranking	Physical Ranking	Sustainability Ranking
E 1	Burton Road, Lichfield (east)	0.76	2	4	4	3	5	2	1	5	4	2	5	35	24	15	12	Average	Good	Good
E 2	Towers Point (Arcadia Park)	0.26	1	4	5	5	4	3	2	5	5	5	5	43	29	19	15	Good	Excellent	Excellent
E 3	Britannia Park	15.21	1	4	4	4	4	4	2	5	5	3	3	38	28	17	11	Good	Good	Good
E 4	Eastern Avenue	17.58	2	3	3	3	5	4	2	4	5	3	4	36	26	14	11	Good	Average	Good
E 5	Greenhough Road Industrial Starter Units	2.13	1	3	2	3	5	2	1	3	3	5	4	31	19	11	12	Average	Average	Good
E 6	Ringway Industrial Estate, Eastern Avenue	6.53	2	3	3	3	5	4	2	4	5	3	4	36	26	14	11	Good	Average	Good
E 7	City Wharf (Blocks A & B)	0.87	1	4	5	4	5	3	2	4	5	5	5	42	28	18	14	Good	Excellent	Excellent
E 8	Witell Road, Lichfield	0.46	2	3	3	2	2	1	1	4	5	5	5	31	18	13	14	Average	Average	Excellent
E 9	Shires Industrial Estate	1.56	2	3	4	3	4	2	1	4	5	5	3	34	23	15	12	Average	Good	Good
E 10	Shenstone Business Park	2.15	1	4	4	4	5	2	1	3	3	4	5	35	22	15	12	Average	Good	Good
E 11	Mount Road	13.40	1	3	2	2	3	3	1	3	3	4	3	27	17	10	10	Poor	Poor	Average
E 12	Burntwood Business Park (Zone 4)	7.49	2	4	4	3	4	3	2	4	3	5	3	35	23	14	12	Average	Average	Good
E 13	Burntwood Business Park (Zone 3)	12.50	2	4	4	3	4	3	2	4	3	5	3	35	23	14	12	Average	Average	Good
E 14	Armitage Shanks HQ	12.91	2	2	3	3	5	3	1	4	3	3	4	31	22	11	11	Average	Average	Good
E 15	William Tolson's Industrial Estate	1.96	2	1	2	2	4	1	1	4	2	4	3	24	16	7	11	Poor	Poor	Good
E 16	Riverside Industrial Estate	5.06	2	3	4	3	3	4	1	4	4	4	3	33	23	14	11	Average	Average	Good
E 17	Drayton Manor Business Park	13.99	1	4	5	5	4	3	2	4	4	1	2	34	27	18	7	Good	Excellent	Poor
E 18	Rydal Estate	1.93	1	4	5	4	5	2	1	4	4	3	4	36	25	17	11	Good	Good	Good
E 19	Trent Valley Trading Estate	2.84	1	4	4	4	2	2	1	4	4	3	4	32	21	16	11	Average	Good	Good
E 20	Colton Mill Farm	0.87	2	1	2	2	5	2	1	4	4	3	4	28	20	9	11	Average	Poor	Good
E 21	Parchfield Farm	0.35	1	3	3	3	3	2	1	4	2	3	4	28	18	11	11	Average	Average	Good
E 22	Eastfields Farm	1.84	1	4	4	3	5	2	1	4	4	2	3	32	23	15	9	Average	Good	Average
E 23	Bonehill Mews	0.45	1	4	5	3	4	1	1	4	2	4	3	31	20	14	11	Average	Average	Good
E 24	Lakeside Business Park	0.44	1	4	5	4	4	2	1	4	4	4	3	35	24	17	11	Average	Good	Good
E 25	Burntwood Business Park (Zone 1)	17.48	1	4	4	4	4	4	2	4	5	5	3	39	27	17	12	Good	Good	Good
E 26	Burton Road, Lichfield (west)	1.86	2	4	4	3	5	2	1	5	4	2	5	35	24	15	12	Average	Good	Good
E 27	Elmhurst Business Park	5.88	1	4	5	4	3	2	1	3	3	1	3	29	21	16	7	Average	Good	Poor
E 28	Lichfield South Business Park	1.49	1	4	5	5	5	3	2	5	5	2	3	39	30	19	10	Excellent	Excellent	Average
E 29	Wellington Crescent, Fradley	10.91	1	4	5	5	2	4	3	5	5	4	4	41	29	19	13	Good	Excellent	Good
E 30	Wellington Crescent, Fradley	5.40	1	4	5	5	5	5	3	5	5	4	4	45	33	19	13	Excellent	Excellent	Good
E 31	Fradley Park (north of Wood End Lane and west of Lancaster Road)	3.86	1	4	5	5	5	5	3	5	4	4	4	44	32	18	13	Excellent	Excellent	Good
E 32	Fradley Park	32.42	1	4	4	4	4	4	3	5	4	4	4	40	28	16	13	Good	Good	Good
E 33	Fradley Park	31.52	1	4	5	5	5	5	3	5	4	4	4	44	32	18	13	Excellent	Excellent	Good
E 34	Fradley Park	17.63	2	4	5	4	5	5	3	5	4	4	4	43	31	17	13	Excellent	Good	Good
E 35	South Staffordshire Water, Fradley	2.05	2	4	4	4	5	5	3	5	4	4	4	42	30	16	13	Excellent	Good	Good
E 36	Fradley Business Centre	7.67	1	4	4	3	5	4	2	5	5	4	4	40	28	16	13	Good	Good	Good
E 37	Gorse Lane, Fradley	16.17	2	3	3	3	5	4	2	4	4	4	3	35	25	13	11	Good	Average	Good
E 38	Lichfield Business Village	0.37	1	4	5	4	4	3	2	3	5	5	5	40	26	18	13	Good	Excellent	Good
E 39	Queens Drive Industrial Estate	1.48	2	3	3	3	5	3	1	3	2	4	3	30	20	11	10	Average	Average	Average
E 40	Chasewater Craft Units	0.40	1	4	5	4	4	3	2	5	4	1	3	35	27	17	9	Good	Good	Average
E 41	Fradley Park	3.11	2	3	2	2	5	2	1	5	5	4	4	33	22	12	13	Average	Average	Good
E 42	Birchbrook Industrial Park	9.36	2	3	3	2	4	2	1	3	3	4	5	30	18	11	12	Average	Average	Good
E 43	Burntwood Business Park (Zone 2)	8.04	2	4	4	3	4	3	2	4	3	5	3	35	23	14	12	Average	Average	Good

# Appendix F – Methodology for Ranking of Existing Employment Sites

## Methodology for Ranking of Existing Employment Sites

### Introduction

This note outlines the methodology we have used to rank each of the existing employment sites within Lichfield, as part of the baseline study for the Lichfield District Employment Land Review.

The key steps and assumptions are outlined below. For each we describe the methodology for ranking each site or area, and explain the assumptions we have made.

This note accompanies the schedules of sites and areas, which detail how we have scored each site and its subsequent rank.

### Existing Employment Sites

For existing employment sites, the factors we have taken into account are detailed in Table 1.1 below, together with our notes for scoring them.

**Table 1.1 - Employment Area Scoring Criteria**

Criteria	Reference	Notes for scoring
Typology	A1	1 – An industrial estate owned and managed as an investment likely to have similar types of buildings, etc. 2 – Other industrial areas dominated by owner occupiers interwoven with other small industrial estates.
Building Age	A2	1 – Pre 1945 2 – 1945 – 1960, post war but likely to have similar characteristics 3 – 1960-1980 more modern buildings portal frame with modern car parking emerging 4 – 1980-2006 modern buildings good specification and car parking
Building Quality	A3	5 – Good condition – lower than normal level of maintenance requirement within medium term. 4 – Satisfactory condition – normal level of maintenance and repair requirement within the medium term. 3 – Fair condition – capable of attracting satisfactory condition rating but with a notable backlog of maintenance and /or technical upgrading works required within the medium term. 2 – Poor condition – major repair and /or technical work required in the short term but capable of attaining with expenditure that does not exceed 50% of replacement cost. 1 – Very poor condition – as per as poor condition but level of expenditure required to obtain satisfactory condition exceeds 50% of replacement cost.
General Environment	External A4	5 – Excellent quality environment – extensive external public realm areas well maintained, road maintenance no issues, buildings of high quality external appearance for use, no derelict sites, vacant plots maintained. 4 – High quality – less extensive landscaping but public realm maintained, road maintenance adequate but minor defects, buildings of appropriate quality, no derelict sites but vacant plots need some maintenance. 3 – Average quality – few landscaped areas, and where present maintenance required. Buildings of average quality for use. Road maintenance some significant repairs needed, some derelict sites but not highly visible, vacant plots untidy and requiring major improvement. 2 – Below average quality – maintenance of public realm poor, extensive repairs needed to roads, some open storage uses – vacant plots appear abandoned, buildings of below average quality. 1 – Very poor /poor quality – evidence of fly tipping in public areas, roads system in need of complete overhaul, major /derelict sites, buildings of very poor /poor quality even taking use. Numerous open storage uses presenting poor image.
Level of Visible Voids	A5	5 – 90 – 100% of buildings occupied 4 – 80% - 90% of buildings occupied 3 – 60 – 80% of buildings occupied 2 – 40% - 60% of buildings occupied 1 – less than 40% of buildings occupied
Nature of Existing Tenants	A6	5 – National /international names: significant presence. 4 – Some national /international names present, but majority of occupiers from drawn from regional companies. 3 – No national /international names companies exclusively Staffordshire based. 2 – Companies drawn from local area but could be seen as having choice of locations in local area. 1 – Very local companies who by nature of their business would be expected to have very limited choices in terms of alternative location.
Market Attractiveness	A7	5 – National /international companies 4 – National and regional companies 3 – Regional companies 2 – Local but district wide companies 1 – Companies with a very local limited choice of locations
Accessibility Strategic	A8	5 – 0-5 minutes drive time 4 – 5-10 minutes drive time 3 – 10-20 minutes drive time 2 – 20-30 minutes drive time 1 – 30 minutes plus

Criteria	Reference	Notes for scoring
Access Local	A9	5 – easy site access no issues public transport within 400m 4 – No access issues for vehicles but no public transport within 400m 3 – Easy immediate site access but wider issues on link to strategic highway network 2 – Restricted access for HGV's and restricted access to major road network 1 – restricted access by all commercial vehicles no public transport
Local Amenities	A10	5. Close to a town centre with a wide range of services (5 different services or more) 4. Close to local centre with a reasonable range of services (4 different services) 3. Close to a limited range of basic services (3 different services) 2. Close to one or two services 1. No services in close proximity NB1: Employment related services such as banks, travel agents, shops, leisure/recreation, pubs/restaurants. NB2: "Close" = within about 10 minutes walk
Public Transport	A11	5. Close to a station, peak time bus route and cycle route; on a pedestrian route 4. Close to a station or peak time bus route, close to cycle route, on a pedestrian route 3. Close to either a station or peak time bus route or cycle route; on a pedestrian route 2. Not near a station, peak time bus route or cycle route; on a pedestrian route 1. Not on a pedestrian route; not near a station, peak time bus route or cycle route NB1. "Close" = within about 10 minutes walk NB2. Peak time bus route defined as being a frequency of 2 buses per hour or more (Mon – Fri).

In order to rank the employment areas we have assessed various criteria together in order to come up with a "market lead" rank, a "physical lead" rank and a "sustainability lead" rank. This allows different aspects of the employment areas to be assessed against each other. The criteria that we have used to come up with each rank are detailed below.

### **Existing Employment Site Assessments**

**Market Factors:** A3, A4, A5, A6, A7, A8, A9

Min Score: 7

Max score: 35

Scores / Ranking

Ranking	Score
Very Poor	Less than 10
Poor	10 – 17
Average	18 – 24
Good	25 – 29
Excellent	30 – 35

**Physical Factors:** A2, A3, A4, A9

Min Score: 4

Max Score: 19

Scores / Ranking

Ranking	Score
Very Poor	Less than 7
Poor	7 – 10
Average	11 – 14
Good	15 – 17
Excellent	18 – 19

**Sustainability Factors:** A8, A10, A11

Min Score: 3

Max Score: 15

Scores / Ranking

<b>Ranking</b>	<b>Score</b>
Very Poor	Less than 5
Poor	5 – 7
Average	8 – 10
Good	11 – 13
Excellent	14 – 15



# Appendix G – Proposed Employment Sites Assessment Proforma

# Employment Sites Proforma

Site Ref No

Address

Criteria	Score	Notes
Availability	<input style="width: 50px; height: 20px;" type="text"/>	Yes – Site is advertised as being available, or there are no obvious obstructions to immediately develop the site. No – Site is not immediately available (please state reason why in space below)
Site Ownership	<input style="width: 50px; height: 20px;" type="text"/>	Please note Site Ownership Details if available
Market Activity (any in last 5 years)	<input style="width: 50px; height: 20px;" type="text"/>	Yes – Evidence of recent development in the immediate surrounding area (e.g. on the same part of an estate or road) No – No evidence of recent development. If the site is a new (Greenfield) site please state below whether it would be attractive to the market at present
Access	<input style="width: 50px; height: 20px;" type="text"/>	5. Either adjoining main road or motorway junction with easy site access for all vehicles or access to rail, air and sea networks 4. Close to major road network; easy site access for all vehicles 3. Easy site access for all vehicles; indirect or restricted access to major road network 2. Restricted access for HGVs; restricted access to major road network 1. Restricted access for all commercial vehicles, severely restricted access to major road network
Public Transport	<input style="width: 50px; height: 20px;" type="text"/>	5. Close to a station, peak time bus route and cycle route; on a pedestrian route 4. Close to a station or peak time bus route, close to cycle route, on a pedestrian route 3. Close to either a station or peak time bus route or cycle route; on a pedestrian route 2. Not near a station, peak time bus route or cycle route; on a pedestrian route 1. Not on a pedestrian route; not near a station, peak time bus route or cycle route NB. "Close" = within about 10 minutes walk NB2. Peak time bus routes defined as more than 2 buses per hour
Prominence	<input style="width: 50px; height: 20px;" type="text"/>	5. Gateway site to a prominent estate, visible from major road network 4. Visible site, on a main road or prominent estate 3. On a main road or prominent estate, tucked away from view 2. Visible, on a minor road or estate 1. On a minor road or estate, tucked away from view
Local Amenities	<input style="width: 50px; height: 20px;" type="text"/>	5. Close to a town centre with a wide range and quantity of services 4. Close to local centre with a reasonable range and quantity of services 3. Close to a limited range and quantity of basic services 2. Close to one or two services 1. No services in close proximity NB1: Employment related services such as banks, travel agents, shops, leisure/recreation, pubs/restaurants NB2: "Close" = within about 10 minutes walk
Site Layout	<input style="width: 50px; height: 20px;" type="text"/>	5. Clear plot, no obstructions 4. Regular shaped plot, obstructed 3. Regular shaped plot, fragmented 2. Irregular shaped plot, obstructed 1. Irregular shaped plot, fragmented
Character of Area	<input style="width: 50px; height: 20px;" type="text"/>	5. Well established commercial area 4. Established commercial area, with residential area or rural area nearby 3. Mixed commercial and residential area 2. Mainly residential or rural area with few commercial uses 1. Mainly residential or rural area with no existing commercial uses
Planning Status	<input style="width: 50px; height: 20px;" type="text"/>	5. Detailed planning permission 4. Outline planning permission 3. Published development brief 2. Local Plan allocation 1. Allocation in Deposit Draft Local Plan, or reserve site
Economic Constraints	<input style="width: 50px; height: 20px;" type="text"/>	5. No obstacles to development 4. Minor obstacles to development; relatively easy, quick and cheap to resolve 3. Minor obstacles to development; more difficult, expensive and time-consuming to resolve 2. Major obstacles to development; very difficult, expensive and time-consuming to resolve 1. Major obstacles to development; extremely difficult, expensive and time-consuming to resolve NB: Obstacles to development would include access difficulties, infrastructure requirements, contamination remediation costs, multiple ownership etc.
Strategic Location	<input style="width: 50px; height: 20px;" type="text"/>	4. Motorway Corridor 3. Other Strategic Roads 2. Elsewhere in Built up Area 1. All other sites
Greenfield / Brownfield	<input style="width: 50px; height: 20px;" type="text"/>	1. Site is on Greenfield Land 2. Site is on Brownfield Land
Market Attractiveness	<input style="width: 50px; height: 20px;" type="text"/>	3. Site attractive to National companies 2. Site attractive to Sub-regional companies 1. Site attractive to Local companies

# Appendix H – Proposed Sites' Assessment Scores

Proposed Employment Site Assessments

Site Reference	Type	Name	Category	Gross Site Area (ha)	Area for Employment (ha) include non B use sites	Area for Employment (ha)	Availability	Market Activity (any in last 5 years)	Access	Public Transport	Prominence	Local Amenities	Site Layout	Character of Area	Planning Status	Economic Constraints	Strategic Location	Greenfield / Brownfield	Market Attractiveness	Market score	Physical score	Sustainability score	Total Score	Market Ranking	Physical Ranking	Sustainability Ranking	Typology	Office / Technology Capacity (no)	Industrial Capacity (no)	Distribution Capacity (no)	Total Land (ha)	Office / Technology Capacity (sqm)	Industrial Capacity (sqm)	Distribution Capacity (sqm)	Total Capacity (sqm)	
P 1	Commitments	Land north of Plant Lane at Burntwood Business Park (Zone 1)	Employment	1.69	1.69	1.69	Yes	Yes	4	3	2	3	5	4	2	5	4	2	2	26	9	12	38	Good	Excellent	Good	B1/B2/B8	0.56	0.56	0.56	1.69	1,828	1,969	2,250	6,047	
P 2	Commitments	Land south of Cannock Road at Burntwood Business Park (Zone 1)	Employment	0.15	0.15	0.15	No	Yes	4	3	2	1	5	3	2	5	4	2	1	24	9	8	32	Average	Excellent	Average	B1/B2	0.07	0.07	0.00	0.15	236	254	0	490	
P 3	Commitments	Land east of Miners Way at Burntwood Business Park (Zone 1)	Employment	0.20	0.20	0.20	No	Yes	4	3	1	1	5	5	2	5	4	2	2	26	9	8	34	Good	Excellent	Average	B1/B2	0.10	0.10	0.00	0.20	332	357	0	689	
P 4	Commitments	City Wharf (Blocks C & D)	Employment	0.41	0.41	0.41	No	Yes	3	5	3	5	5	3	2	5	2	2	2	23	8	12	37	Average	Good	Good	B1	0.41	0.00	0.00	0.41	1,334	0	0	1,334	
P 5	Commitments	Former Revelan Works, Eastern Avenue	Employment	3.13	3.13	3.13	Yes	No	3	3	2	2	5	3	4	4	4	2	2	23	8	9	34	Average	Good	Average	B1/B2/B8	1.04	1.04	1.04	3.13	3,390	3,651	4,172	11,213	
P 6	Commitments	Land north of Britannia Park	Employment	2.35	2.35	2.35	Yes	Yes	3	3	1	2	5	5	4	5	4	2	1	24	8	9	35	Average	Good	Average	B1/B2/B8	0.78	0.78	0.78	2.35	2,548	2,744	3,136	8,427	
P 7	Commitments	Land west of Burton Old Road	Employment	0.61	0.61	0.61	Yes	No	2	3	1	2	5	5	4	5	4	2	1	23	7	9	34	Average	Good	Average	B1/B2/B8	0.20	0.20	0.20	0.61	660	711	812	2,183	
P 8	Commitments	Land east of Burton Old Road	Employment	13.65	13.65	13.65	Yes	Yes	2	3	5	2	5	5	5	5	2	4	2	1	24	7	9	36	Average	Good	Average	B1/B2/B8 s	1.36	6.14	6.14	13.65	4,435	21,494	24,564	50,493
P 9	Commitments	Rugeley Power Station	Employment	3.29	3.29	3.29	Yes	Yes	3	2	4	2	5	2	4	1	4	2	2	21	8	8	31	Average	Good	Average	B1/B2/B8	1.10	1.10	1.10	3.29	3,560	3,834	4,382	11,777	
P 10	Commitments	Fradley Park	Employment	3.28	3.28	3.28	Yes	Yes	4	4	4	4	5	5	4	5	4	1	2	29	9	12	42	Good	Excellent	Good	B1/B2/B8	1.09	1.09	1.09	3.28	3,551	3,824	4,370	11,744	
P 11	Commitments	Land at East Hill, Fradley	Employment	24.54	24.54	24.54	Yes	Yes	4	4	4	4	5	5	4	5	4	1	3	30	9	12	43	Good	Excellent	Good	B2/B8	0.00	12.27	12.27	24.54	0	42,939	49,073	92,012	
P 12	Commitments	Wellington Crescent, Fradley	Employment	2.34	2.34	2.34	Yes	Yes	4	4	5	4	5	5	4	4	4	1	3	30	9	12	43	Good	Excellent	Good	B1	2.34	0.00	0.00	2.34	7,592	0	0	7,592	
P 13	Commitments	Wellington Crescent, Fradley	Employment	0.64	0.64	0.64	Yes	Yes	4	4	5	4	5	5	4	4	4	1	3	30	9	12	43	Good	Excellent	Good	B1/B2/B8	0.21	0.21	0.21	0.64	696	749	857	2,302	
P 14	Commitments	Wellington Crescent, Fradley	Employment	0.38	0.38	0.38	Yes	Yes	4	4	5	4	5	5	4	4	4	1	3	30	9	12	43	Good	Excellent	Good	B1/B2/B8	0.13	0.13	0.13	0.38	409	440	503	1,351	
P 15	Commitments	Wellington Crescent, Fradley	Employment	0.30	0.30	0.30	Yes	Yes	4	4	5	4	5	5	4	4	4	1	3	30	9	12	43	Good	Excellent	Good	B1/B2/B8	0.10	0.10	0.10	0.30	329	355	405	1,089	
P 16	Commitments	Wellington Crescent, Fradley	Employment	0.27	0.27	0.27	Yes	Yes	4	4	5	4	5	5	4	4	4	1	3	30	9	12	43	Good	Excellent	Good	B1/B2/B8	0.09	0.09	0.09	0.27	290	312	357	959	
P 17	Commitments	Fradley Park (north of Wood End Lane and east of Lancaster Road)	Employment	4.24	4.24	4.24	Yes	Yes	5	4	5	4	5	5	4	5	4	1	3	32	10	12	45	Excellent	Excellent	Good	B1/B8 custom	1.85	0.00	2.39	4.24	6,013	0	9,570	15,582	
P 18	Commitments	Fradley Park	Employment	10.88	10.88	10.88	Yes	Yes	4	4	4	4	5	5	4	5	4	1	3	30	9	12	43	Good	Excellent	Good	B1/B8 custom	0.80	0.00	10.08	10.88	2,600	0	40,325	42,925	
P 19	Commitments	Fradley Park North	Residential Re-Allocation	29.73	29.73	0.00	Yes	Yes	4	4	3	4	5	5	4	5	4	1	3	29	9	12	42	Good	Excellent	Good	Non B uses	0.00	0.00	0.00	0.00	0	0	0	0	
P 20	Commitments	Land south of Auction Centre, Fradley	Employment	4.52	4.52	4.52	Yes	Yes	4	4	4	4	5	5	4	5	4	1	2	29	9	12	42	Good	Excellent	Good	B2/B8	0.00	2.26	2.26	4.52	0	7,902	9,031	16,932	
P 21	Commitments	Burntwood Business Park (Zone 5)	Residential Re-Allocation	11.13	11.13	0.00	No	No	4	3	4	5	4	5	2	4	4	2	2	27	8	12	39	Good	Good	Good	Non B Uses	0.00	0.00	0.00	0.00	0	0	0	0	
P 22	Potential Future	Little Aston Hall Hospital	Health	2.25	2.25	0.00	No	No	3	3	1	1	5	1	1	3	2	1	1	15	8	5	22	Poor	Good	Poor	Non B Uses	0.00	0.00	0.00	0.00	0	0	0	0	
P 23	Potential Future	Land West of Lichfield South Business Park	Mixed	4.40	4.40	4.40	No	No	4	2	4	2	5	4	1	5	4	2	2	28	9	8	35	Good	Excellent	Average	B1	4.40	0.00	0.00	4.40	14,303	0	0	14,303	
P 24	Potential Future	Bagnall Lock	Health	0.53	0.53	0.00	Yes	No	4	4	3	3	5	2	1	2	4	1	1	21	9	11	30	Average	Excellent	Good	Non B Uses	0.00	0.00	0.00	0.00	0	0	0	0	
P 25	Potential Future	Seedy Mill Water Treatment Works	Employment	5.25	5.25	5.25	No	No	3	3	2	1	4	2	2	3	1	2	2	17	7	5	25	Poor	Good	Poor	B1/B2/B8	1.75	1.75	1.75	5.25	5,684	6,122	6,996	18,802	
P 26	Potential Future	Land North of Fradley Lane	Mixed	14.43	4.76	4.76	Yes	No	4	4	4	4	5	2	1	5	4	1	2	26	9	12	36	Good	Excellent	Good	B1	4.76	0.00	0.00	4.76	15,472	0	0	15,472	
P 27	Potential Future	Land at Burntwood Business Park (Zone 3)	Mixed	2.41	0.24	0.24	No	No	3	3	2	5	5	2	1	5	2	2	1	20	8	10	31	Average	Good	Average	B1	0.24	0.00	0.00	0.24	784	0	0	784	
P 28	Potential Future	Land at Burntwood Business Park (Zone 3)	Employment	0.81	0.81	0.81	No	No	3	3	1	5	5	1	5	2	2	2	2	23	8	10	34	Average	Good	Average	B1/B2/B8	0.27	0.27	0.27	0.81	876	943	1,078	2,897	
P 29	Potential Future	Land at Burntwood Business Park (Zone 3)	Employment	1.53	1.53	1.53	Yes	No	3	3	3	5	4	5	1	4	2	2	2	23	7	10	34	Average	Good	Average	B1/B2/B8	0.51	0.51	0.51	1.53	1,652	1,779	2,033	5,465	
P 30	Potential Future	Land north of Burntwood Business Park (Zone 4)	Mixed	4.33	2.17	2.17	No	Yes	4	3	4	5	4	5	1	4	4	2	2	27	8	12	38	Good	Good	Good	B1/B2/B8	0.72	0.72	0.72	2.17	2,346	2,526	2,887	7,759	
P 31	Potential Future	Land south of Burntwood Business Park (Zone 4)	Employment	1.57	1.57	1.57	No	No	4	3	2	5	4	4	1	4	4	2	2	24	8	12	35	Average	Good	Good	B1/B2/B8	0.52	0.52	0.52	1.57	1,706	1,837	2,099	5,642	
P 32	Potential Future	Land at Burntwood Business Park (Zone 3)	Employment	0.82	0.82	0.82	No	No	4	3	1	1	5	5	1	5	4	2	2	26	9	8	33	Good	Excellent	Average	B1/B2/B8	0.27	0.27	0.27	0.82	888	956	1,092	2,936	
P 33	Potential Future	Land at Burntwood Business Park (Zone 3)	Retail	2.48	2.48	0.00	Yes	No	3	3	4	1	5	5	1	5	4	2	2	28	8	8	35	Good	Good	Average	Non B Uses	0.00	0.00	0.00	0.00	0	0	0	0	
P 34	Potential Future	Land at Burntwood Business Park (Zone 3)	Mixed	0.34	0.03	0.03	No	No	3	3	2	5	5	2	1	5	2	2	1	20	8	10	31	Average	Good	Average	B1	0.03	0.00	0.00	0.03	111	0	0	111	
P 35	Potential Future	Old Road, Armitage	Mixed	2.20	0.72	0.72	No	No	3	4	2	3	5	3	1	3	1	2	1	18	8	8	28	Average	Good	Average	B1/B2/B8	0.24	0.24	0.24	0.72	785	845	966	2,596	
P 37	Potential Future	Eastfields Farm	Employment	1.41	1.41	1.41	Yes	Yes	3	3	3	2	4	2	1	4	1	1	1	18	7	6	25	Average	Good	Poor	B1/B2/B8	0.47	0.47	0.47	1.41	1,532	1,650	1,886	5,068	
P 38	Potential Future	Land North of Bassetts Pole	Mixed	3.04	2.58	2.58	No	No	3	2	2	1	4	1	1	4	4	1	2	20	7	7	25	Average	Good	Poor	B1/B2/B8	0.86	0.86	0.86	2.58	2,799	3,014	3,445	9,258	
P 39	Potential Future	Land South of Birchbrook Industrial Park	Mixed	46.98	15.51	15.51	No	No	3	5	2	4	2	1	1	2	1	1	1	12	5	10	23	Poor	Average	Average	B1/B2/B8	5.17	5.17	5.17	15.51	16,797	18,089	20,673	55,560	
P 40	Potential Future	Land adjacent to Birchbrook Industrial Park (south)	Employment	2.56	2.56	2.56	No	No	3	5	1	4	5	1	1	5	1	1	1	17	8	10	28	Poor	Good	Average	B1/B2/B8	0.85	0.85	0.85	2.56	2				

# Appendix I – Methodology for Ranking of Proposed Employment Sites

## **Methodology for Ranking of Proposed Employment Sites**

### Introduction

This note outlines the methodology we have used to rank each of the proposed employment sites within Lichfield, as part of the baseline study for the Lichfield District Employment Land Review.

The key steps and assumptions are outlined below. For each we describe the methodology for ranking each site or area, and explain the assumptions we have made.

This note accompanies the schedule of proposed employment sites, which details how we have scored each site and its subsequent rank.

### **Proposed Employment Sites**

For proposed employment sites, the factors we have taken into account are detailed in Table 1.1 below, together with our notes for scoring them.

**Table 1.1 - Employment Site Scoring Criteria**

<b>Criteria</b>	<b>Reference</b>	<b>Notes</b>
Availability	A1	Yes – Site is advertised as being available, or there are no obvious obstructions to immediately develop the site. No – Site is not immediately available (please state reason why in space below)
Site Ownership	A2	Please note Site Ownership Details if available
Market Activity (any in last 5 years)	A3	Yes – Evidence of recent development in the immediate surrounding area (e.g. on the same part of an estate or road) No – No evidence of recent development. If the site is a new (Greenfield) site please state below whether it would be attractive to the market at present
Access	A4	5. Either adjoining main road or motorway junction with easy site access for all vehicles or access to rail, air and sea networks 4. Close to major road network; easy site access for all vehicles 3. Easy site access for all vehicles; indirect or restricted access to major road network 2. Restricted access for HGVs; restricted access to major road network 1. Restricted access for all commercial vehicles, severely restricted access to major road network
Public Transport	A5	5. Close to a station, peak time bus route and cycle route; on a pedestrian route 4. Close to a station or peak time bus route, close to cycle route, on a pedestrian route 3. Close to either a station or peak time bus route or cycle route; on a pedestrian route 2. Not near a station, peak time bus route or cycle route; on a pedestrian route 1. Not on a pedestrian route; not near a station, peak time bus route or cycle route NB1. "Close" = within about 10 minutes walk NB2. Peak time bus route defined as being a frequency of 2 buses per hour or more (Mon – Fri).
Prominence	A6	5. Gateway site to a prominent estate, visible from major road network 4. Visible site, on a main road or prominent estate 3. On a main road or prominent estate, tucked away from view 2. Visible, on a minor road or estate 1. On a minor road or estate, tucked away from view
Local Amenities	A7	5. Close to a town centre with a wide range of services (5 different services or more) 4. Close to local centre with a reasonable range of services (4 different services) 3. Close to a limited range of basic services (3 different services) 2. Close to one or two services 1. No services in close proximity NB1: Employment related services such as banks, travel agents, shops, leisure/recreation, pubs/restaurants. NB2: "Close" = within about 10 minutes walk
Site Layout	A8	5. Clear plot, no obstructions 4. Regular shaped plot, obstructed 3. Regular shaped plot, fragmented 2. Irregular shaped plot, obstructed 1. Irregular shaped plot, fragmented NB1. "Obstructed" = physical obstruction running through the site (e.g. watercourse, ditch, overhead power lines) NB2. "Fragmented" = site is fragmented by other uses or via a road.
Character of Area	A9	5. Well established commercial area 4. Established commercial area, with residential area or rural area nearby 3. Mixed commercial and residential area 2. Mainly residential or rural area with few commercial uses 1. Mainly residential or rural area with no existing commercial uses
Planning Status	A10	5. Detailed planning permission 4. Outline planning permission 3. Published development brief 2. Allocated / Protected in Local Plan 1. Allocation in Deposit Draft Local Plan, or reserve site

Criteria	Reference	Notes
Economic Constraints	A11	5. No obstacles to development 4. Minor obstacles to development; relatively easy, quick and cheap to resolve 3. Minor obstacles to development; more difficult, expensive and time-consuming to resolve 2. Major obstacles to development; very difficult, expensive and time-consuming to resolve 1. Major obstacles to development; extremely difficult, expensive and time-consuming to resolve NB: Obstacles to development would include access difficulties, infrastructure requirements, contamination remediation costs, topography etc.
Strategic Location	A12	4. Motorway Corridor (within 5 minutes of a junction) 3. Other Strategic Roads (within 5 minute drive time) 2. Elsewhere in Built up Area 1. All other sites
Greenfield / Brownfield	A13	1. Site is on Greenfield Land 2. Site is on Brownfield Land
Market Attractiveness	A14	3. Site attractive to National companies 2. Site attractive to Sub-regional companies 1. Site attractive to Local companies

In order to rank the proposed employment sites we have assessed various criteria together in order to come up with a "market lead" rank, a "physical lead" rank and a "sustainability lead" rank. This allows different aspects of the employment areas to be assessed against each other. The criteria that we have used to come up with each rank are detailed below.

#### Proposed Employment Sites Assessments

**Market Factors:** A4, A6, A8, A9, A11, A12, A14

Min Score: 7

Max Score: 32

Scores / Ranking

Ranking	Score
Very Poor	Less than 11
Poor	11 – 17
Average	18 – 24
Good	25 – 30
Excellent	31 – 32

**Physical Factors:** A4, A8

Min Score: 2

Max Score: 10

Scores / Ranking

Ranking	Score
Very Poor	Less than 3
Poor	3 – 4
Average	5 – 6
Good	7 – 8
Excellent	9 – 10

**Sustainability Factors:** A5, A7, A12

Min Score: 3

Max Score: 14

Scores / Ranking

<b>Ranking</b>	<b>Score</b>
Very Poor	Less than 5
Poor	6 – 7
Average	8 – 9
Good	10 – 12
Excellent	13 – 14



# Appendix J – Sectoral Trends (ABI and BRES Data) and Conversion Matrix

**ABI Employment Data (2003 SIC Codes)**  
**Lichfield District, 1998-2008**

INDUSTRY	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
01 : Agriculture/Hunting, etc.	489	428	375	372	387	425	388	429	867	764	709
02 : Forestry, logging, etc.	1	0	1	1	8	5	7	3	5	12	4
13 : Mining of metal ores	2	0	0	0	0	0	0	0	0	0	0
14 : Other mining and quarry	85	77	91	75	68	53	54	53	45	55	66
15 : Manf. - food and beverages	318	374	566	511	599	604	614	557	541	550	620
17 : Manf. - textiles	81	65	76	78	61	102	72	64	89	72	110
18 : Manf. - wearing apparel	37	15	17	80	109	33	21	15	13	16	1
19 : Tanning and dressing of leather	22	18	11	12	15	12	12	7	29	0	0
20 : Manf. - wood products	247	179	156	151	158	136	114	105	234	125	95
21 : Manf. - pulp and paper products	116	45	89	142	104	92	99	76	124	115	113
22 : Publishing and Printing	258	223	223	208	183	139	169	184	229	162	157
24 : Manf. - chemicals and chemical products	485	530	418	423	399	391	353	323	325	306	307
25 : Manf. - rubber and plastic products	193	307	350	508	326	333	476	549	603	452	574
26 : Manf. - other non-metallic mineral products	1,152	1,147	1,470	1,195	1,055	1,067	501	796	690	183	204
27 : Manf. basic metals	42	55	10	37	9	14	12	8	170	31	7
28 : Manf. - fabricated metal products	2,128	2,236	2,317	1,984	1,964	2,009	2,190	1,751	1,512	1,196	1,068
29 : Manf. - other machinery	1,872	1,524	1,680	1,526	1,733	1,661	1,482	754	1,299	1,296	1,142
30 : Manf. - office machinery and computers	7	5	9	4	3	6	5	1	2	2	3
31 : Manf. - other electrical machinery	640	377	441	373	413	292	378	34	51	23	26
32 : Manf. - communication equipment	201	20	27	23	23	20	34	15	13	7	11
33 : Manf. - medical instruments	83	19	35	43	34	32	36	27	29	30	23
34 : Manf. - motor vehicles, trailers	354	185	474	263	522	607	678	648	527	427	404
35 : Manf. - transport equipment	155	68	116	99	82	16	17	12	26	29	45
36 : Manf. - furniture; manufacturing n.e.c.	147	146	158	531	163	117	146	142	231	234	162
37 : Recycling	15	2	40	39	43	35	33	31	54	83	29
40 : Electricity, gas, steam and hot water supply	129	66	70	117	35	180	155	160	161	194	213
41 : Collection, purification and distribution of water	89	70	94	105	78	79	82	102	55	58	57
45 : Construction	1,860	1,830	1,924	1,916	2,503	2,559	2,112	2,448	2,350	2,342	2,257
50 : Sale and repair of motor vehicles and fuel	1,983	1,590	1,240	1,438	2,027	1,690	795	879	1,018	951	894
51 : Wholesale trade	1,680	1,491	1,837	1,447	1,691	1,742	1,586	1,750	1,516	1,880	1,812
52 : Retail trade	3,227	3,040	3,603	3,901	3,877	3,696	3,278	3,200	3,280	3,340	3,496
55 : Hotels and restaurants	2,706	2,481	3,222	3,114	3,610	3,598	3,558	3,136	2,825	2,800	2,735
60 : Land transport	632	637	566	609	714	810	688	1,056	1,081	1,061	1,146
61 : Water transport	0	0	0	0	0	1	0	1	0	17	9
62 : Air transport	0	0	0	0	0	0	2	2	3	3	13
63 : Supporting transport activities/travel agencies	246	270	564	577	554	644	846	951	956	1,125	1,115
64 : Post and telecommunications	567	489	622	552	553	530	580	475	495	448	587
65 : Financial intermediation	264	248	233	331	494	487	405	347	344	408	374
66 : Insurance and pension funding	168	161	175	178	179	168	160	170	172	171	207
67 : Auxiliary financial activities	100	99	117	360	133	333	360	290	171	135	81
70 : Real estate activities	439	527	612	838	587	573	561	628	604	742	844
71 : Renting of machinery and equipment	210	236	199	208	387	635	405	184	359	639	785
72 : Computer and related activities	406	536	466	697	1,349	1,085	1,034	817	948	1,008	732
73 : Research and development	8	27	6	6	25	42	85	49	65	34	10
74 : Other business activities	2,665	3,043	2,391	2,577	3,410	3,810	3,683	3,532	4,236	4,915	5,156
75 : Public administration and defence	1,092	1,640	1,299	1,120	1,139	1,194	1,227	1,292	1,370	1,552	1,414
80 : Education	2,563	2,720	2,635	2,942	3,189	3,549	3,090	3,195	3,394	3,362	3,392
85 : Health and social work	4,254	4,579	4,347	4,585	4,467	4,550	4,021	3,708	3,991	4,063	4,295
90 : Sewage and refuse disposal	102	113	91	118	104	129	159	184	192	204	219
91 : Activities of membership organisations	259	280	311	169	185	236	223	543	533	527	537
92 : Recreational, cultural and sporting activities	778	753	1,113	796	603	669	908	971	1,217	1,071	866
93 : Other service activities	508	526	1,050	736	432	706	840	907	753	788	865
<b>Total</b>	<b>36,065</b>	<b>35,497</b>	<b>37,937</b>	<b>38,115</b>	<b>40,786</b>	<b>41,896</b>	<b>38,734</b>	<b>37,561</b>	<b>39,797</b>	<b>40,008</b>	<b>39,991</b>

**BRES Employment Data (2007 SIC Codes)  
Lichfield District, 2008-09**

INDUSTRY	2008	2009
01 : Agriculture/Hunting, etc.	32	64
02 : Forestry, logging, etc.	8	6
03 : Fishing and aquaculture	3	6
08 : Other mining and quarry	70	38
10 : Manf. - food products	630	595
11 : Manf. - beverages	4	3
13 : Manf. - textiles	139	87
14 : Manf. - wearing apparel	1	1
16 : Manf. - wood products	154	87
17 : Manf. - pulp and paper products	108	50
18 : Printing and reproduction of recorded media	83	118
20 : Manf. - chemicals and chemical products	303	298
22 : Manf. - rubber and plastic products	563	424
23 : Manf. - other non-metallic mineral products	224	119
24 : Manf. - basic metals	7	112
25 : Manf. - fabricated metal products	1,060	854
26 : Manf. - computer, electronic and optical products	43	33
27 : Manf. - electrical equipment	67	35
28 : Manf. - machinery and equipment n.e.c.	1,054	929
29 : Manf. - motor vehicles, trailers	418	302
30 : Manf. - other transport equipment	5	153
31 : Manf. - furniture	97	124
32 : Manf. - other manufacturing	71	28
33 : Repair and installation of machinery/equipment	134	113
35 : Electricity, gas, steam and air conditioning supply	225	241
36 : Water collection, treatment and supply	57	53
37 : Sewerage	6	9
38 : Waste collection, treatment and disposal	160	201
41 : Construction of buildings	616	664
42 : Civil engineering	392	303
43 : Specialised construction activities	1,855	1,924
45 : Wholesale, retail and repair of motor vehicles	938	870
46 : Wholesale trade	1,994	2,305
47 : Retail trade	3,634	4,833
49 : Land transport	1,358	699
50 : Water transport	7	1
51 : Air transport	4	0
52 : Warehousing and support activities for transport	1,021	878
53 : Postal and courier activities	432	417
55 : Accommodation	148	173
56 : Food and beverage service activities	2879	2968
58 : Publishing activities	67	83
59 : Motion picture/television production and music publishing	13	34
60 : Programming and broadcasting activities	3	1
61 : Telecommunications	180	297
62 : Computer and related activities	823	885
63 : Information service activities	29	289
64 : Financial service activities	496	501
65 : Insurance and pension funding	204	34
66 : Auxiliary financial activities	122	348
68 : Real estate activities	748	577
69 : Legal and accounting activities	568	388
70 : Head office and management consultancy activities	1,077	929
71 : Architectural and engineering activities	678	866
72 : Scientific research and development	16	139
73 : Advertising and market research	99	52
74 : Other professional, scientific and technical activities	328	276
75 : Veterinary activities	118	130
77 : Rental and leasing activities	834	755
78 : Employment activities	1,205	696
79 : Travel agency and tour operator activities	164	128
80 : Security and investigation activities	226	221
81 : Buildings and landscape service activities	1,292	1,382
82 : Other business support activities	589	482
84 : Public administration and defence	1,421	1,394
85 : Education	3,398	3,210
86 : Human health activities	2,332	2,102
87 : Residential care activities	1,109	875
88 : Social work activities	890	1099
90 : Creative, arts and entertainment activities	58	64
91 : Libraries, archives, museums and other cultural activities	92	87
92 : Gambling and betting activities	137	84
93 : Sports, amusement and recreation activities	841	951
94 : Activities of membership organisations	530	461
95 : Repair of computers and personal/household goods	5	41
96 : Other personal service activities	891	781
<b>Total</b>	<b>42,587</b>	<b>41,760</b>

## Conversion Matrix for Lichfield District (2003 to 2007 SIC Codes)

SIC 2003	SIC 2007
01 : Agriculture/Hunting, etc.	01 : Agriculture/hunting, etc.
02 : Forestry, logging etc.	02 : Forestry, logging etc.
05 : Fishing, fish farms etc.	03 : Fishing, fish farms etc.
14 : Other mining and quarry	08 : Mining & quarrying
15 : Manf. - food and beverages	10 : Manf. - food products 11 : Manf. - beverages
17 : Manf. - textiles	13 : Manf. - textiles
18 : Manf. - wearing apparel	14 : Manf. - wearing apparel
20 : Manf. - wood products	16 : Manf. - wood & wood products
21 : Manf. - pulp and paper products	17 : Manf. - paper & paper products
22 : Publishing and Printing	18 : Printing & reproduction of recorded media 58 : Publishing
24 : Manf. - chemicals and chemical products	20 : Manf. - chemicals & chemical products
25 : Manf. - rubber and plastic products	22 : Manf. - rubber & plastic products
26 : Manf. - other non-metallic mineral products	23 : Manf. - other non-metallic mineral products
27 : Manf. - basic metals	24 : Manf. - basic metals
28 : Manf. - fabricated metal products	25 : Manf. - fabricated metal products
29 : Manf. - other machinery	28 : Manf. - other machinery & equipment 33 : Repair & installation of machinery & equipment
30 : Manf. - office machinery and computers	26 : Manf. - computer, electronic & optical products
31 : Manf. - other electrical machinery	27 : Manf. - electrical equipment
32 : Manf. - communication equipment	
33 : Manf. - medical instruments	
34 : Manf. - motor vehicles, trailers	29 : Manf. - motor vehicles, trailers
35 : Manf. - transport equipment	30 : Manf. - other transport equipment
36 : Manf. - furniture; manufacturing n.e.c.	31 : Manf. - furniture 32 : Manf. - other manufacturing
40 : Electricity, gas, steam and hot water supply	35 : Electricity, gas, steam & air conditioning supply
41 : Collection, purification and distribution of water	36 : Water collection, treatment & supply
45 : Construction	41 : Construction of buildings 42 : Civil engineering 43 : Specialised construction activities
50 : Sale and repair of motor vehicles and fuel	45 : Wholesale, retail & repair of motor vehicles
51 : Wholesale trade	46 : Wholesale trade
52 : Retail trade	47 : Retail trade
55 : Hotels and restaurants	55 : Accommodation 56 : Food & beverage services
60 : Land transport	49 : Land transport
61 : Water transport	50 : Water transport
62 : Air transport	51 : Air transport
63 : Supporting transport activities/travel agencies	52 : Warehousing & transportation support activities 79 : Travel agencies & tour operators
64 : Post and telecommunications	53 : Postal & courier activities 61 : Telecommunications
65 : Financial intermediation	64 : Financial services
66 : Insurance and pension funding	65 : Insurance & pension funding
67 : Auxiliary financial activities	66 : Auxiliary financial services
70 : Real estate activities	68 : Real estate activities
71 : Renting of machinery and equipment	77 : Rental & leasing activities
72 : Computer and related activities	62 : Computer & related activities 63 : Information service activities
73 : Research and development	72 : Scientific research & development
74 : Other business activities	69 : Legal & accounting activities 70 : Head office & management consultancy activities 71 : Architecture & engineering 73 : Advertising & market research 74 : Other professional, scientific & technical activities 78 : Employment activities 80 : Security & investigation activities 81 : Building & landscape services 82 : Office administrative & other business support
75 : Public administration and defence	84 : Public administration & defence
80 : Education	85 : Education
85 : Health and social work	75 : Veterinary activities 86 : Human health activities 87 : Residential care activities 88 : Social work activities without accommodation
37 : Recycling	37 : Sewerage
90 : Sewage and refuse disposal	38 : Waste collection, treatment & disposal
91 : Activities of membership organisations	94 : Activities of membership organisations
92 : Recreational, cultural and sporting activities	59 : Film, video and TV production & music publishing 60 : Programming & broadcasting activities 90 : Creative, arts & entertainment activities 91 : Libraries, archives, museums & other cultural activities 92 : Gambling & betting activities 93 : Sports activities & amusement & recreation activities
93 : Other service activities	95 : Repair of computers & personal/household goods 96 : Other personal service activities

# Appendix K – Detailed Employment Forecasts

**Employment Projections - Lichfield  
Baseline Scenario**

	2009 Actual	2011	2013	2018	2023	2028
01 - Agriculture/hunting, etc	64	66	65	79	75	72
02 - Forestry	6	8	8	7	7	7
03 - Fishing	6	8	8	7	7	7
08 - Mining & quarrying	38	23	23	23	15	15
10 - Manuf - food products	595	565	565	555	545	545
11 - Manuf - beverages	3	3	3	3	3	3
13 - Manuf - textiles	87	87	87	80	80	80
14 - Manuf - wearing apparel	1	1	1	1	1	1
16 - Manuf - wood & wood products	87	97	92	92	92	82
17 - Manuf - paper & paper products	50	56	53	53	53	47
18 - Printing & reproduction of recorded media	118	87	87	75	68	62
20 - Manuf - chemicals & chemical products	298	236	226	206	185	164
22 - Manuf - rubber & plastic products	424	352	352	331	309	295
23 - Manuf - other non-metallic mineral products	119	79	71	71	56	40
24 - Manuf - basic metals	112	112	103	93	84	84
25 - Manuf - fabricated metal products	654	664	675	633	612	601
26 - Manuf - computer, electronic & optical products	33	22	22	22	22	11
27 - Manuf - electrical equipment	35	18	18	18	18	18
28 - Manuf - other machinery & equipment	929	878	856	863	863	834
29 - Manuf - motor vehicles, trailers	302	292	292	281	281	271
30 - Manuf - other transport equipment	153	128	140	128	128	128
31 - Manuf - furniture	124	124	124	124	124	129
32 - Manuf - other manufacturing	28	28	28	28	28	29
33 - Repair & installation of machinery & equipment	113	107	104	105	105	101
35 - Electricity, gas, steam & air conditioning supply	241	335	335	281	214	174
36 - Water collection, treatment & supply	53	66	66	66	66	66
37 - Sewerage	9	6	7	8	8	8
38 - Waste collection, treatment & disposal	201	142	155	171	179	170
41 - Construction of buildings	664	628	661	770	827	882
42 - Civil engineering	303	287	302	351	377	403
43 - Specialised construction activities	1,924	1,820	1,915	2,232	2,396	2,557
45 - Wholesale, retail & repair of motor vehicles	870	809	809	809	815	823
46 - Wholesale trade	2,305	2,143	2,143	2,143	2,158	2,181
47 - Retail trade	4,833	4,357	3,918	3,881	3,982	4,229
49 - Land transport	699	464	484	573	627	696
50 - Water transport	1	1	1	1	1	1
51 - Air transport	0	0	0	0	0	0
52 - Warehousing & transportation support activities	878	582	621	720	788	874
53 - Postal & courier activities	417	532	525	475	431	395
55 - Accommodation	173	175	179	196	206	227
56 - Food & beverage services	2,968	3,009	3,079	3,343	3,535	3,890
58 - Publishing	83	61	61	52	48	44
59 - Film, video and TV production & music publishing	34	24	26	29	30	30
60 - Programming & broadcasting activities	1	1	1	1	1	1
61 - Telecommunications	297	379	374	338	307	282
62 - Computer & related activities	885	981	1,029	1,235	1,461	1,749
63 - Information service activities	289	320	336	403	477	571
64 - Financial services	501	514	521	567	613	666
65 - Insurance & pension funding	34	27	27	27	27	34
66 - Auxiliary financial services	348	357	362	394	426	462
68 - Real estate activities	577	635	689	711	774	918
69 - Legal & accounting activities	388	427	464	478	520	617
70 - Head office & management consultancy activities	929	1,023	1,110	1,144	1,246	1,478
71 - Architecture & engineering	866	953	1,035	1,067	1,162	1,378
72 - Scientific research & development	139	163	166	171	186	221
73 - Advertising & market research	52	57	62	64	70	83
74 - Other professional, scientific & technical activities	276	304	330	340	370	439
75 - Veterinary activities	130	132	131	131	134	138
77 - Rental & leasing activities	755	828	865	1,065	1,174	1,316
78 - Employment activities	696	764	825	892	1,082	1,213
79 - Travel agencies & tour operators	128	140	152	181	199	223
80 - Security & investigation activities	221	242	262	312	344	385
81 - Building & landscape services	1,382	1,516	1,638	1,960	2,149	2,409
82 - Office administrative & other business support	482	529	571	680	749	840
84 - Public administration & defence	1,394	1,375	1,365	1,355	1,365	1,384
85 - Education	3,210	3,240	3,180	3,190	3,279	3,408
86 - Human health activities	2,102	2,136	2,116	2,116	2,160	2,203
87 - Residential care activities	875	889	881	881	899	917
88 - Social work activities without accommodation	1,089	1,117	1,107	1,107	1,129	1,152
90 - Creative, arts & entertainment activities	64	45	49	54	57	57
91 - Libraries, archives, museums & other cultural activities	87	62	67	74	77	77
92 - Gambling & betting activities	84	60	65	72	75	74
93 - Sports activities & amusement & recreation activities	951	674	735	810	847	842
94 - Activities of membership organisations	481	327	356	393	411	408
95 - Repair of computers & personal/household goods	41	29	32	36	37	36
96 - Other personal service activities	781	553	604	655	695	691
<b>Total</b>	<b>41,760</b>	<b>40,290</b>	<b>40,845</b>	<b>42,967</b>	<b>44,952</b>	<b>47,954</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
01 - Agriculture/hunting, etc	16.1%	-0.8%	-1.3%	-1.1%	-0.8%
02 - Forestry	16.1%	-0.8%	-1.3%	-1.1%	-0.8%
03 - Fishing	16.1%	-0.8%	-1.3%	-1.1%	-0.8%
08 - Mining & quarrying	-22.5%	0.0%	0.0%	-7.8%	0.0%
10 - Manuf - food products	-2.6%	0.0%	-0.4%	-0.4%	0.0%
11 - Manuf - beverages	-2.6%	0.0%	-0.4%	-0.4%	0.0%
13 - Manuf - textiles	0.0%	0.0%	-1.7%	0.0%	0.0%
14 - Manuf - wearing apparel	0.0%	0.0%	-1.7%	0.0%	0.0%
16 - Manuf - wood & wood products	5.4%	-2.5%	0.0%	0.0%	-2.2%
17 - Manuf - paper & paper products	5.4%	-2.5%	0.0%	0.0%	-2.2%
18 - Printing & reproduction of recorded media	-14.2%	0.0%	-3.0%	-1.7%	-1.9%
20 - Manuf - chemicals & chemical products	-10.9%	-2.2%	-1.9%	-2.1%	-2.3%
22 - Manuf - rubber & plastic products	-8.9%	0.0%	-1.3%	-1.3%	-0.9%
23 - Manuf - other non-metallic mineral products	-18.4%	-5.1%	0.0%	-4.9%	-6.5%
24 - Manuf - basic metals	0.0%	-4.3%	-1.9%	-2.1%	0.0%
25 - Manuf - fabricated metal products	-11.8%	0.8%	-1.3%	-0.7%	-0.3%
26 - Manuf - computer, electronic & optical products	-18.4%	0.0%	0.0%	0.0%	-12.8%
27 - Manuf - electrical equipment	-29.3%	0.0%	0.0%	0.0%	0.0%
28 - Manuf - other machinery & equipment	-2.8%	-1.3%	0.2%	0.0%	-0.7%
29 - Manuf - motor vehicles, trailers	-1.7%	0.0%	-0.7%	0.0%	-0.8%
30 - Manuf - other transport equipment	-8.7%	4.9%	-1.9%	0.0%	0.0%
31 - Manuf - furniture	0.0%	0.0%	0.0%	0.0%	0.8%
32 - Manuf - other manufacturing	0.0%	0.0%	0.0%	0.0%	0.8%
33 - Repair & installation of machinery & equipment	-2.8%	-1.3%	0.2%	0.0%	-0.7%
35 - Electricity, gas, steam & air conditioning supply	17.9%	0.0%	-3.4%	-5.3%	-4.1%
36 - Water collection, treatment & supply	11.8%	0.0%	0.0%	0.0%	0.0%
37 - Sewerage	-15.8%	4.4%	2.0%	0.9%	-0.1%
38 - Waste collection, treatment & disposal	-15.8%	4.4%	2.0%	0.9%	-0.1%
41 - Construction of buildings	-2.7%	2.6%	3.1%	1.4%	1.3%
42 - Civil engineering	-2.7%	2.6%	3.1%	1.4%	1.3%
43 - Specialised construction activities	-2.7%	2.6%	3.1%	1.4%	1.3%
45 - Wholesale, retail & repair of motor vehicles	-3.6%	0.0%	0.0%	0.1%	0.2%
46 - Wholesale trade	-3.6%	0.0%	0.0%	0.1%	0.2%
47 - Retail trade	-5.1%	-5.2%	-0.2%	0.5%	1.2%
49 - Land transport	-18.5%	3.3%	3.0%	1.8%	2.1%
50 - Water transport	0.0%	0.0%	0.0%	0.0%	0.0%
51 - Air transport	0.0%	0.0%	0.0%	0.0%	0.0%
52 - Warehousing & transportation support activities	-18.5%	3.3%	3.0%	1.8%	2.1%
53 - Postal & courier activities	13.0%	-0.7%	-2.0%	-1.9%	-1.7%
55 - Accommodation	0.7%	1.2%	1.7%	1.1%	1.9%
56 - Food & beverage services	0.7%	1.2%	1.7%	1.1%	1.9%
58 - Publishing	-14.2%	0.0%	-3.0%	-1.7%	-1.9%
59 - Film, video and TV production & music publishing	-15.8%	4.4%	2.0%	0.9%	-0.1%
60 - Programming & broadcasting activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
61 - Telecommunications	13.0%	-0.7%	-2.0%	-1.9%	-1.7%
62 - Computer & related activities	5.3%	2.4%	3.7%	3.4%	3.7%
63 - Information service activities	5.3%	2.4%	3.7%	3.4%	3.7%
64 - Financial services	1.3%	0.6%	1.7%	1.6%	1.7%
65 - Insurance & pension funding	-10.6%	0.0%	0.0%	0.0%	4.6%
66 - Auxiliary financial services	1.3%	0.6%	1.7%	1.6%	1.7%
68 - Real estate activities	4.9%	4.2%	0.6%	1.7%	3.5%
69 - Legal & accounting activities	4.9%	4.2%	0.6%	1.7%	3.5%
70 - Head office & management consultancy activities	4.9%	4.2%	0.6%	1.7%	3.5%
71 - Architecture & engineering	4.9%	4.2%	0.6%	1.7%	3.5%
72 - Scientific research & development	4.9%	4.2%	0.6%	1.7%	3.5%
73 - Advertising & market research	4.9%	4.2%	0.6%	1.7%	3.5%
74 - Other professional, scientific & technical activities	4.9%	4.2%	0.6%	1.7%	3.5%
75 - Veterinary activities	0.8%	-0.5%	0.0%	0.4%	0.4%
77 - Rental & leasing activities	4.7%	3.9%	3.5%	2.0%	2.3%
78 - Employment activities	4.7%	3.9%	3.5%	2.0%	2.3%
79 - Travel agencies & tour operators	4.7%	3.9%	3.5%	2.0%	2.3%
80 - Security & investigation activities	4.7%	3.9%	3.5%	2.0%	2.3%
81 - Building & landscape services	4.7%	3.9%	3.5%	2.0%	2.3%
82 - Office administrative & other business support	4.7%	3.9%	3.5%	2.0%	2.3%
84 - Public administration & defence	-0.7%	-0.7%	0.0%	0.1%	0.3%
85 - Education	0.5%	-0.9%	0.1%	0.6%	0.8%
86 - Human health activities	0.8%	-0.5%	0.0%	0.4%	0.4%
87 - Residential care activities	0.8%	-0.5%	0.0%	0.4%	0.4%
88 - Social work activities without accommodation	0.8%	-0.5%	0.0%	0.4%	0.4%
90 - Creative, arts & entertainment activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
91 - Libraries, archives, museums & other cultural activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
92 - Gambling & betting activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
93 - Sports activities & amusement & recreation activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
94 - Activities of membership organisations	-15.8%	4.4%	2.0%	0.9%	-0.1%
95 - Repair of computers & personal/household goods	-15.8%	4.4%	2.0%	0.9%	-0.1%
96 - Other personal service activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
<b>Total</b>	<b>-1.8%</b>	<b>0.7%</b>	<b>1.0%</b>	<b>0.9%</b>	<b>1.3%</b>

## Employment Projections - Lichfield - Selected Sectors

## Baseline Scenario

	2009 Actual	2011	2013	2018	2023	2028
M1 Food & Beverages	598	568	568	557	547	547
M2 Wood & Paper Materials/Products	261	276	269	269	269	259
M3 Chemical, Plastic & Non-Metallic Materials/Products	841	668	650	607	550	499
M4 Metals & Metal Products	966	776	777	726	696	685
M5 Electronics & Electrical Equipment	68	40	40	40	40	29
M6 Mechanical Engineering	1,042	985	960	968	968	935
M7 Motor Vehicles & Other Transport	455	419	432	409	409	398
M8 Manufacturing nes	116	116	116	109	109	110
S1 Utilities	504	550	563	526	468	426
S2 Construction	2,891	2,735	2,878	3,353	3,601	3,842
S3 Wholesale Distribution	2,305	2,143	2,143	2,143	2,158	2,181
S4 Wholesale, Retail and Repair of Motor Vehicles	870	809	809	809	815	823
S5 Retailing	4,833	4,357	3,918	3,881	3,982	4,229
S6 Land Transport	1,577	1,046	1,115	1,292	1,415	1,569
S7 Post & Telecommunications	714	911	899	812	739	677
S8 Accommodation & Food Service	3,141	3,184	3,259	3,538	3,741	4,117
S9 Printing, Publishing & Media	236	173	175	157	148	137
S10 Insurance, Banking & Finance	883	899	910	988	1,066	1,162
S11 Computer & Information Services	1,174	1,301	1,365	1,638	1,938	2,321
S12 Professional Services	3,227	3,552	3,855	3,975	4,329	5,134
S13 Building & Landscape Services	1,382	1,516	1,638	1,950	2,149	2,409
S14 Other Business Services	2,282	2,504	2,704	3,219	3,548	3,977
S15 Public Administration & Defence	1,394	1,375	1,355	1,355	1,365	1,384
S16 Education	3,210	3,240	3,180	3,190	3,279	3,408
S17 Health & Social Care	4,206	4,274	4,235	4,235	4,322	4,409
S18 Recreational, Cultural & Sporting Activities	1,647	1,167	1,273	1,402	1,467	1,458
S19 Other Services	822	583	635	700	732	728
<b>Total</b>	<b>41,645</b>	<b>40,163</b>	<b>40,720</b>	<b>42,849</b>	<b>44,847</b>	<b>47,851</b>

## Projected Growth Rates (% pa)

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
M1 Food & Beverages	-2.6%	0.0%	-0.4%	-0.4%	0.0%
M2 Wood & Paper Materials/Products	2.9%	-1.4%	0.0%	0.0%	-0.8%
M3 Chemical, Plastic & Non-Metallic Materials/Products	-10.9%	-1.4%	-1.3%	-2.0%	-1.9%
M4 Metals & Metal Products	-10.4%	0.1%	-1.4%	-0.9%	-0.3%
M5 Electronics & Electrical Equipment	-23.8%	0.0%	0.0%	0.0%	-6.3%
M6 Mechanical Engineering	-2.8%	-1.3%	0.2%	0.0%	-0.7%
M7 Motor Vehicles & Other Transport	-4.0%	1.5%	-1.1%	0.0%	-0.5%
M8 Manufacturing nes	0.0%	0.0%	-1.3%	0.0%	0.2%
S1 Utilities	4.4%	1.2%	-1.4%	-2.3%	-1.8%
S2 Construction	-2.7%	2.6%	3.1%	1.4%	1.3%
S3 Wholesale Distribution	-3.6%	0.0%	0.0%	0.1%	0.2%
S4 Wholesale, Retail and Repair of Motor Vehicles	-3.6%	0.0%	0.0%	0.1%	0.2%
S5 Retailing	-5.1%	-5.2%	-0.2%	0.5%	1.2%
S6 Land Transport	-18.5%	3.3%	3.0%	1.8%	2.1%
S7 Post & Telecommunications	13.0%	-0.7%	-2.0%	-1.9%	-1.7%
S8 Accommodation & Food Service	0.7%	1.2%	1.7%	1.1%	1.9%
S9 Printing, Publishing & Media	-14.4%	0.6%	-2.2%	-1.2%	-1.5%
S10 Insurance, Banking & Finance	0.9%	0.6%	1.7%	1.5%	1.7%
S11 Computer & Information Services	5.3%	2.4%	3.7%	3.4%	3.7%
S12 Professional Services	4.9%	4.2%	0.6%	1.7%	3.5%
S13 Building & Landscape Services	4.7%	3.9%	3.5%	2.0%	2.3%
S14 Other Business Services	4.7%	3.9%	3.5%	2.0%	2.3%
S15 Public Administration & Defence	-0.7%	-0.7%	0.0%	0.1%	0.3%
S16 Education	0.5%	-0.9%	0.1%	0.6%	0.8%
S17 Health & Social Care	0.8%	-0.5%	0.0%	0.4%	0.4%
S18 Recreational, Cultural & Sporting Activities	-15.8%	4.4%	2.0%	0.9%	-0.1%
S19 Other Services	-15.8%	4.4%	2.0%	0.9%	-0.1%
<b>Total</b>	<b>-1.8%</b>	<b>0.7%</b>	<b>1.0%</b>	<b>0.9%</b>	<b>1.3%</b>

**Employment Projections - Lichfield  
Past Trends Scenario**

	2009 Actual	2011	2013	2018	2023	2028
01 : Agriculture/hunting, etc.	64	65	67	70	74	77
02 : Forestry	6	6	7	8	10	12
03 : Fishing	6	6	6	6	6	6
08 : Mining & quarrying	38	38	37	36	35	34
10 : Manuf - food products	595	616	639	698	762	833
11 : Manuf - beverages	3	3	3	4	4	4
13 : Manuf - textiles	87	88	90	94	98	102
14 : Manuf - wearing apparel	1	1	1	0	0	0
16 : Manuf - wood & wood products	87	83	80	71	64	57
17 : Manuf - paper & paper products	50	50	50	49	49	48
18 : Printing & reproduction of recorded media	118	115	113	106	100	95
20 : Manuf - chemicals & chemical products	298	292	286	271	257	243
22 : Manuf - rubber & plastic products	424	449	476	550	638	735
23 : Manuf - other non-metallic mineral products	119	110	101	83	68	56
24 : Manuf - basic metals	112	102	95	77	63	51
25 : Manuf - fabricated metal products	854	827	800	738	681	628
26 : Manuf - computer, electronic & optical products	33	29	26	19	14	11
27 : Manuf - electrical equipment	35	34	33	32	30	28
28 : Manuf - other machinery & equipment	929	908	887	837	790	746
29 : Manuf - motor vehicles, trailers	302	310	319	342	366	392
30 : Manuf - other transport equipment	153	144	136	118	102	88
31 : Manuf - furniture	124	127	129	136	143	151
32 : Manuf - other manufacturing	28	29	29	31	32	34
33 : Repair & installation of machinery & equipment	113	110	109	102	96	91
35 : Electricity, gas, steam & air conditioning supply	241	248	254	272	291	311
36 : Water collection, treatment & supply	53	52	51	48	46	44
37 : Sewerage	9	9	10	11	12	13
38 : Waste collection, treatment & disposal	201	209	218	241	267	295
41 : Construction of buildings	664	691	719	794	878	970
42 : Civil engineering	303	315	328	363	400	442
43 : Specialised construction activities	1,924	2,002	2,084	2,302	2,543	2,809
45 : Wholesale, retail & repair of motor vehicles	870	838	807	735	669	609
46 : Wholesale trade	2,305	2,343	2,381	2,480	2,583	2,691
47 : Retail trade	4,833	4,917	5,002	5,221	5,450	5,689
49 : Land transport	699	721	745	806	872	944
50 : Water transport	1	1	1	1	1	1
51 : Air transport	0	0	0	0	0	0
52 : Warehousing & transportation support activities	878	962	1,033	1,265	1,549	1,897
53 : Postal & courier activities	417	420	424	432	441	450
55 : Accommodation	173	174	174	176	177	178
56 : Food & beverage services	2,968	2,978	2,988	3,012	3,037	3,062
58 : Publishing	83	81	79	75	71	67
59 : Film, video and TV production & music publishing	34	35	36	38	40	42
60 : Programming & broadcasting activities	1	1	1	1	1	1
61 : Telecommunications	297	299	302	308	314	321
62 : Computer & related activities	885	913	942	1,019	1,102	1,191
63 : Information service activities	289	298	308	333	360	389
64 : Financial services	501	511	520	545	571	599
65 : Insurance & pension funding	34	35	37	41	46	51
66 : Auxiliary financial services	348	334	321	289	261	236
68 : Real estate activities	677	697	718	774	835	902
69 : Legal & accounting activities	388	402	416	454	496	541
70 : Head office & management consultancy activities	929	962	996	1,087	1,187	1,295
71 : Architecture & engineering	866	897	929	1,014	1,106	1,207
72 : Scientific research & development	139	146	152	171	192	215
73 : Advertising & market research	52	54	56	61	66	72
74 : Other professional, scientific & technical activities	275	286	296	323	353	385
75 : Veterinary activities	130	130	131	132	133	134
77 : Rental & leasing activities	755	810	869	1,036	1,236	1,474
78 : Employment activities	698	721	748	815	899	970
79 : Travel agencies & tour operators	128	139	151	184	226	277
80 : Security & investigation activities	221	229	237	259	282	308
81 : Building & landscape services	1,382	1,431	1,482	1,618	1,785	1,927
82 : Office administrative & other business support	482	499	517	564	616	672
84 : Public administration & defence	1,394	1,414	1,434	1,486	1,540	1,596
85 : Education	3,210	3,260	3,310	3,439	3,573	3,713
86 : Human health activities	2,102	2,108	2,115	2,131	2,148	2,164
87 : Residential care activities	875	878	880	887	894	901
88 : Social work activities without accommodation	1,089	1,102	1,106	1,114	1,123	1,132
90 : Creative, arts & entertainment activities	64	65	67	71	75	79
91 : Libraries, archives, museums & other cultural activities	87	89	91	96	102	108
92 : Gambling & betting activities	84	86	88	93	98	104
93 : Sports activities & amusement & recreation activities	951	973	998	1,053	1,114	1,179
94 : Activities of membership organisations	461	479	498	549	604	665
95 : Repair of computers & personal/household goods	41	42	43	47	50	54
96 : Other personal service activities	781	803	826	887	952	1,022
<b>Total</b>	<b>41,760</b>	<b>42,525</b>	<b>43,331</b>	<b>45,531</b>	<b>48,016</b>	<b>50,819</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
01 : Agriculture/hunting, etc.	1.0%	1.0%	1.0%	1.0%	1.0%
02 : Forestry	3.8%	3.8%	3.8%	3.8%	3.8%
03 : Fishing	0.1%	0.1%	0.1%	0.1%	0.1%
08 : Mining & quarrying	-0.6%	-0.6%	-0.6%	-0.6%	-0.6%
10 : Manuf - food products	1.8%	1.8%	1.8%	1.8%	1.8%
11 : Manuf - beverages	1.8%	1.8%	1.8%	1.8%	1.8%
13 : Manuf - textiles	0.8%	0.8%	0.8%	0.8%	0.8%
14 : Manuf - wearing apparel	-7.5%	-7.5%	-7.5%	-7.5%	-7.5%
16 : Manuf - wood & wood products	-2.2%	-2.2%	-2.2%	-2.2%	-2.2%
17 : Manuf - paper & paper products	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
18 : Printing & reproduction of recorded media	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%
20 : Manuf - chemicals & chemical products	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
22 : Manuf - rubber & plastic products	2.9%	2.9%	2.9%	2.9%	2.9%
23 : Manuf - other non-metallic mineral products	-3.9%	-3.9%	-3.9%	-3.9%	-3.9%
24 : Manuf - basic metals	-4.0%	-4.0%	-4.0%	-4.0%	-4.0%
25 : Manuf - fabricated metal products	-1.6%	-1.6%	-1.6%	-1.6%	-1.6%
26 : Manuf - computer, electronic & optical products	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
27 : Manuf - electrical equipment	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
28 : Manuf - other machinery & equipment	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
29 : Manuf - motor vehicles, trailers	1.4%	1.4%	1.4%	1.4%	1.4%
30 : Manuf - other transport equipment	-2.9%	-2.9%	-2.9%	-2.9%	-2.9%
31 : Manuf - furniture	1.0%	1.0%	1.0%	1.0%	1.0%
32 : Manuf - other manufacturing	1.0%	1.0%	1.0%	1.0%	1.0%
33 : Repair & installation of machinery & equipment	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
35 : Electricity, gas, steam & air conditioning supply	1.3%	1.3%	1.3%	1.3%	1.3%
36 : Water collection, treatment & supply	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
37 : Sewerage	2.0%	2.0%	2.0%	2.0%	2.0%
38 : Waste collection, treatment & disposal	2.0%	2.0%	2.0%	2.0%	2.0%
41 : Construction of buildings	2.0%	2.0%	2.0%	2.0%	2.0%
42 : Civil engineering	2.0%	2.0%	2.0%	2.0%	2.0%
43 : Specialised construction activities	2.0%	2.0%	2.0%	2.0%	2.0%
45 : Wholesale, retail & repair of motor vehicles	-1.9%	-1.9%	-1.9%	-1.9%	-1.9%
46 : Wholesale trade	0.8%	0.8%	0.8%	0.8%	0.8%
47 : Retail trade	0.9%	0.9%	0.9%	0.9%	0.9%
49 : Land transport	1.6%	1.6%	1.6%	1.6%	1.6%
50 : Water transport	0.1%	0.1%	0.1%	0.1%	0.1%
51 : Air transport	0.0%	0.0%	0.0%	0.0%	0.0%
52 : Warehousing & transportation support activities	4.1%	4.1%	4.1%	4.1%	4.1%
53 : Postal & courier activities	0.4%	0.4%	0.4%	0.4%	0.4%
55 : Accommodation	0.2%	0.2%	0.2%	0.2%	0.2%
56 : Food & beverage services	0.2%	0.2%	0.2%	0.2%	0.2%
58 : Publishing	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%
59 : Film, video and TV production & music publishing	1.1%	1.1%	1.1%	1.1%	1.1%
60 : Programming & broadcasting activities	1.1%	1.1%	1.1%	1.1%	1.1%
61 : Telecommunications	0.4%	0.4%	0.4%	0.4%	0.4%
62 : Computer & related activities	1.6%	1.6%	1.6%	1.6%	1.6%
63 : Information service activities	1.6%	1.6%	1.6%	1.6%	1.6%
64 : Financial services	0.9%	0.9%	0.9%	0.9%	0.9%
65 : Insurance & pension funding	2.2%	2.2%	2.2%	2.2%	2.2%
66 : Auxiliary financial services	-2.0%	-2.0%	-2.0%	-2.0%	-2.0%
68 : Real estate activities	1.7%	1.7%	1.7%	1.7%	1.7%
69 : Legal & accounting activities	1.8%	1.8%	1.8%	1.8%	1.8%
70 : Head office & management consultancy activities	1.8%	1.8%	1.8%	1.8%	1.8%
71 : Architecture & engineering	1.8%	1.8%	1.8%	1.8%	1.8%
72 : Scientific research & development	2.3%	2.3%	2.3%	2.3%	2.3%
73 : Advertising & market research	1.8%	1.8%	1.8%	1.8%	1.8%
74 : Other professional, scientific & technical activities	1.8%	1.8%	1.8%	1.8%	1.8%
75 : Veterinary activities	0.2%	0.2%	0.2%	0.2%	0.2%
77 : Rental & leasing activities	3.6%	3.6%	3.6%	3.6%	3.6%
78 : Employment activities	1.8%	1.8%	1.8%	1.8%	1.8%
79 : Travel agencies & tour operators	4.1%	4.1%	4.1%	4.1%	4.1%
80 : Security & investigation activities	1.8%	1.8%	1.8%	1.8%	1.8%
81 : Building & landscape services	1.8%	1.8%	1.8%	1.8%	1.8%
82 : Office administrative & other business support	1.8%	1.8%	1.8%	1.8%	1.8%
84 : Public administration & defence	0.7%	0.7%	0.7%	0.7%	0.7%
85 : Education	0.8%	0.8%	0.8%	0.8%	0.8%
86 : Human health activities	0.2%	0.2%	0.2%	0.2%	0.2%
87 : Residential care activities	0.2%	0.2%	0.2%	0.2%	0.2%
88 : Social work activities without accommodation	0.2%	0.2%	0.2%	0.2%	0.2%
90 : Creative, arts & entertainment activities	1.1%	1.1%	1.1%	1.1%	1.1%
91 : Libraries, archives, museums & other cultural activities	1.1%	1.1%	1.1%	1.1%	1.1%
92 : Gambling & betting activities	1.1%	1.1%	1.1%	1.1%	1.1%
93 : Sports activities & amusement & recreation activities	1.1%	1.1%	1.1%	1.1%	1.1%
94 : Activities of membership organisations	1.9%	1.9%	1.9%	1.9%	1.9%
95 : Repair of computers & personal/household goods	1.4%	1.4%	1.4%	1.4%	1.4%
96 : Other personal service activities	1.4%	1.4%	1.4%	1.4%	1.4%
<b>Total</b>	<b>0.9%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.1%</b>



## Employment Projections - Lichfield - Selected Sectors

## Past Trends Scenario

	2009 Actual	2011	2013	2018	2023	2028
M1 Food & Beverages	598	620	642	701	766	837
M2 Wood & Paper Materials/Products	261	260	258	256	255	256
M3 Chemical, Plastic & Non-Metallic Materials/Products	841	851	863	904	961	1,034
M4 Metals & Metal Products	966	930	895	815	743	679
M5 Electronics & Electrical Equipment	68	63	59	51	44	39
M6 Mechanical Engineering	1,042	1,018	995	939	886	837
M7 Motor Vehicles & Other Transport	455	455	455	460	468	481
M8 Manufacturing nes	116	118	120	125	130	136
S1 Utilities	504	518	533	572	615	663
S2 Construction	2,891	3,009	3,131	3,459	3,821	4,221
S3 Wholesale Distribution	2,305	2,343	2,381	2,480	2,583	2,691
S4 Wholesale, Retail and Repair of Motor Vehicles	870	838	807	735	669	609
S5 Retailing	4,833	4,917	5,002	5,221	5,450	5,689
S6 Land Transport	1,577	1,674	1,777	2,071	2,421	2,841
S7 Post & Telecommunications	714	720	726	740	756	771
S8 Accommodation & Food Service	3,141	3,151	3,162	3,188	3,214	3,241
S9 Printing, Publishing & Media	236	232	228	220	212	205
S10 Insurance, Banking & Finance	883	880	878	876	879	886
S11 Computer & Information Services	1,174	1,211	1,250	1,351	1,461	1,580
S12 Professional Services	3,227	3,343	3,464	3,784	4,135	4,517
S13 Building & Landscape Services	1,382	1,431	1,482	1,618	1,765	1,927
S14 Other Business Services	2,282	2,398	2,520	2,858	3,249	3,701
S15 Public Administration & Defence	1,394	1,414	1,434	1,486	1,540	1,595
S16 Education	3,210	3,260	3,310	3,439	3,573	3,713
S17 Health & Social Care	4,206	4,219	4,232	4,265	4,297	4,331
S18 Recreational, Cultural & Sporting Activities	1,647	1,692	1,739	1,861	1,993	2,135
S19 Other Services	822	846	870	934	1,002	1,076
<b>Total Selected Sectors</b>	<b>41,645</b>	<b>42,409</b>	<b>43,213</b>	<b>45,409</b>	<b>47,891</b>	<b>50,688</b>

## Projected Growth Rates (% pa)

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
M1 Food & Beverages	1.8%	1.8%	1.8%	1.8%	1.8%
M2 Wood & Paper Materials/Products	-0.3%	-0.2%	-0.2%	-0.1%	0.0%
M3 Chemical, Plastic & Non-Metallic Materials/Products	0.6%	0.7%	0.9%	1.2%	1.5%
M4 Metals & Metal Products	-1.9%	-1.9%	-1.9%	-1.8%	-1.8%
M5 Electronics & Electrical Equipment	-3.4%	-3.3%	-3.1%	-2.8%	-2.6%
M6 Mechanical Engineering	-1.1%	-1.1%	-1.1%	-1.1%	-1.1%
M7 Motor Vehicles & Other Transport	0.0%	0.1%	0.2%	0.4%	0.5%
M8 Manufacturing nes	0.8%	0.8%	0.8%	0.9%	0.9%
S1 Utilities	1.4%	1.4%	1.4%	1.5%	1.5%
S2 Construction	2.0%	2.0%	2.0%	2.0%	2.0%
S3 Wholesale Distribution	0.8%	0.8%	0.8%	0.8%	0.8%
S4 Wholesale, Retail and Repair of Motor Vehicles	-1.9%	-1.9%	-1.9%	-1.9%	-1.9%
S5 Retailing	0.9%	0.9%	0.9%	0.9%	0.9%
S6 Land Transport	3.0%	3.0%	3.1%	3.2%	3.3%
S7 Post & Telecommunications	0.4%	0.4%	0.4%	0.4%	0.4%
S8 Accommodation & Food Service	0.2%	0.2%	0.2%	0.2%	0.2%
S9 Printing, Publishing & Media	-0.8%	-0.8%	-0.8%	-0.7%	-0.7%
S10 Insurance, Banking & Finance	-0.2%	-0.1%	0.0%	0.1%	0.2%
S11 Computer & Information Services	1.6%	1.6%	1.6%	1.6%	1.6%
S12 Professional Services	1.8%	1.8%	1.8%	1.8%	1.8%
S13 Building & Landscape Services	1.8%	1.8%	1.8%	1.8%	1.8%
S14 Other Business Services	2.5%	2.5%	2.6%	2.6%	2.6%
S15 Public Administration & Defence	0.7%	0.7%	0.7%	0.7%	0.7%
S16 Education	0.8%	0.8%	0.8%	0.8%	0.8%
S17 Health & Social Care	0.2%	0.2%	0.2%	0.2%	0.2%
S18 Recreational, Cultural & Sporting Activities	1.4%	1.4%	1.4%	1.4%	1.4%
S19 Other Services	1.4%	1.4%	1.4%	1.4%	1.4%
<b>Total Selected Sectors</b>	<b>0.9%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.1%</b>

**Employment Projections - Lichfield**

**Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)**

	2009 Actual	2011	2013	2018	2023	2028
01 - Agriculture/hunting, etc.	64	64	65	65	66	67
02 - Forestry	6	6	6	6	6	6
03 - Fishing	6	6	6	6	6	6
08 - Mining & quarrying	38	34	31	24	18	14
10 - Manuf - food products	595	611	627	670	716	765
11 - Manuf - beverages	3	3	3	3	4	4
13 - Manuf - textiles	87	86	84	81	77	74
14 - Manuf - wearing apparel	1	1	1	1	1	1
15 - Manuf - wood & wood products	87	86	85	82	79	76
17 - Manuf - paper & paper products	50	49	49	47	45	44
18 - Printing & reproduction of recorded media	118	109	101	84	70	58
20 - Manuf - chemicals & chemical products	298	278	259	217	182	153
22 - Manuf - rubber & plastic products	424	405	387	345	307	274
23 - Manuf - other non-metallic mineral products	119	105	93	69	50	37
24 - Manuf - basic metals	112	108	104	94	86	78
25 - Manuf - fabricated metal products	854	817	781	690	624	558
26 - Manuf - computer, electronic & optical products	33	29	26	19	14	10
27 - Manuf - electrical equipment	35	32	30	24	20	16
28 - Manuf - other machinery & equipment	929	911	894	852	812	774
29 - Manuf - motor vehicles, trailers	302	304	305	310	314	318
30 - Manuf - other transport equipment	153	149	145	136	127	118
31 - Manuf - furniture	124	124	123	122	121	120
32 - Manuf - other manufacturing	28	28	28	28	27	27
33 - Repair & installation of machinery & equipment	113	111	109	104	99	94
35 - Electricity, gas, steam & air conditioning supply	241	231	222	199	180	162
36 - Water collection, treatment & supply	53	54	55	57	59	62
37 - Sewerage	9	9	9	8	8	7
38 - Waste collection, treatment & disposal	201	197	193	183	174	165
41 - Construction of buildings	664	679	694	734	775	819
42 - Civil engineering	303	310	317	335	354	374
43 - Specialised construction activities	1,924	1,967	2,011	2,126	2,247	2,374
45 - Wholesale, retail & repair of motor vehicles	870	871	873	876	879	882
46 - Wholesale trade	2,305	2,274	2,243	2,169	2,096	2,026
47 - Retail trade	4,833	4,840	4,847	4,865	4,883	4,901
49 - Land transport	699	715	731	774	819	867
50 - Water transport	1	1	1	1	1	1
51 - Air transport	0	0	0	0	0	0
52 - Warehousing & transportation support activities	878	871	864	848	831	816
53 - Postal & courier activities	417	411	406	393	380	367
55 - Accommodation	173	177	180	190	200	211
56 - Food & beverage services	2,968	2,966	2,965	2,961	2,957	2,953
58 - Publishing	83	77	71	59	49	41
59 - Film, video and TV production & music publishing	34	33	33	31	29	28
60 - Programming & broadcasting activities	1	1	1	1	1	1
61 - Telecommunications	297	293	289	280	270	262
62 - Computer & related activities	885	943	1,006	1,180	1,385	1,625
63 - Information service activities	289	308	328	385	452	531
64 - Financial services	501	512	524	554	585	618
65 - Insurance & pension funding	34	34	33	33	32	32
66 - Auxiliary financial services	348	356	364	384	406	430
68 - Real estate activities	577	579	580	584	588	592
69 - Legal & accounting activities	388	412	437	507	588	682
70 - Head office & management consultancy activities	929	986	1,046	1,213	1,407	1,632
71 - Architecture & engineering	866	919	975	1,131	1,312	1,521
72 - Scientific research & development	139	145	151	167	185	205
73 - Advertising & market research	52	54	56	63	69	77
74 - Other professional, scientific & technical activities	275	288	300	332	368	408
75 - Veterinary activities	130	130	131	132	133	136
77 - Rental & leasing activities	755	784	836	948	1,077	1,222
78 - Employment activities	698	732	770	874	992	1,127
79 - Travel agencies & tour operators	128	136	142	161	183	207
80 - Security & investigation activities	221	232	245	278	315	368
81 - Building & landscape services	1,382	1,454	1,629	1,736	1,971	2,237
82 - Office administrative & other business support	482	507	533	606	687	780
84 - Public administration & defence	1,394	1,407	1,420	1,453	1,487	1,521
85 - Education	3,210	3,226	3,243	3,284	3,325	3,367
86 - Human health activities	2,102	2,110	2,117	2,136	2,155	2,176
87 - Residential care activities	875	878	881	889	897	905
88 - Social work activities without accommodation	1,089	1,103	1,107	1,117	1,127	1,137
90 - Creative, arts & entertainment activities	64	65	66	68	70	73
91 - Libraries, archives, museums & other cultural activities	87	88	89	93	96	99
92 - Gambling & betting activities	84	84	84	85	86	86
93 - Sports activities & amusement & recreation activities	951	964	977	1,011	1,048	1,083
94 - Activities of membership organisations	461	462	463	467	470	473
95 - Repair of computers & personal/household goods	41	41	41	41	40	40
96 - Other personal service activities	781	780	778	775	771	768
<b>Total</b>	<b>41,760</b>	<b>42,161</b>	<b>42,598</b>	<b>43,858</b>	<b>45,370</b>	<b>47,154</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
01 - Agriculture/hunting, etc.	0.3%	0.3%	0.3%	0.3%	0.3%
02 - Forestry	0.3%	0.3%	0.3%	0.3%	0.3%
03 - Fishing	0.3%	0.3%	0.3%	0.3%	0.3%
08 - Mining & quarrying	-5.1%	-5.1%	-5.1%	-5.1%	-5.1%
10 - Manuf - food products	1.3%	1.3%	1.3%	1.3%	1.3%
11 - Manuf - beverages	1.3%	1.3%	1.3%	1.3%	1.3%
13 - Manuf - textiles	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
14 - Manuf - wearing apparel	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
15 - Manuf - wood & wood products	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
17 - Manuf - paper & paper products	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
18 - Printing & reproduction of recorded media	-3.7%	-3.7%	-3.7%	-3.7%	-3.7%
20 - Manuf - chemicals & chemical products	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%
22 - Manuf - rubber & plastic products	-2.3%	-2.3%	-2.3%	-2.3%	-2.3%
23 - Manuf - other non-metallic mineral products	-6.0%	-6.0%	-6.0%	-6.0%	-6.0%
24 - Manuf - basic metals	-1.9%	-1.9%	-1.9%	-1.9%	-1.9%
25 - Manuf - fabricated metal products	-2.2%	-2.2%	-2.2%	-2.2%	-2.2%
26 - Manuf - computer, electronic & optical products	-6.0%	-6.0%	-6.0%	-6.0%	-6.0%
27 - Manuf - electrical equipment	-4.0%	-4.0%	-4.0%	-4.0%	-4.0%
28 - Manuf - other machinery & equipment	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
29 - Manuf - motor vehicles, trailers	0.3%	0.3%	0.3%	0.3%	0.3%
30 - Manuf - other transport equipment	-1.3%	-1.3%	-1.3%	-1.3%	-1.3%
31 - Manuf - furniture	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
32 - Manuf - other manufacturing	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
33 - Repair & installation of machinery & equipment	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
35 - Electricity, gas, steam & air conditioning supply	-2.1%	-2.1%	-2.1%	-2.1%	-2.1%
36 - Water collection, treatment & supply	0.8%	0.8%	0.8%	0.8%	0.8%
37 - Sewerage	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
38 - Waste collection, treatment & disposal	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
41 - Construction of buildings	1.1%	1.1%	1.1%	1.1%	1.1%
42 - Civil engineering	1.1%	1.1%	1.1%	1.1%	1.1%
43 - Specialised construction activities	1.1%	1.1%	1.1%	1.1%	1.1%
45 - Wholesale, retail & repair of motor vehicles	0.1%	0.1%	0.1%	0.1%	0.1%
46 - Wholesale trade	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
47 - Retail trade	0.1%	0.1%	0.1%	0.1%	0.1%
49 - Land transport	1.1%	1.1%	1.1%	1.1%	1.1%
50 - Water transport	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
51 - Air transport	0.0%	0.0%	0.0%	0.0%	0.0%
52 - Warehousing & transportation support activities	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
53 - Postal & courier activities	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
55 - Accommodation	1.0%	1.0%	1.0%	1.0%	1.0%
56 - Food & beverage services	0.0%	0.0%	0.0%	0.0%	0.0%
58 - Publishing	-3.7%	-3.7%	-3.7%	-3.7%	-3.7%
59 - Film, video and TV production & music publishing	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
60 - Programming & broadcasting activities	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
61 - Telecommunications	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
62 - Computer & related activities	3.2%	3.2%	3.2%	3.2%	3.2%
63 - Information service activities	3.2%	3.2%	3.2%	3.2%	3.2%
64 - Financial services	1.1%	1.1%	1.1%	1.1%	1.1%
65 - Insurance & pension funding	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
66 - Auxiliary financial services	1.1%	1.1%	1.1%	1.1%	1.1%
68 - Real estate activities	0.1%	0.1%	0.1%	0.1%	0.1%
69 - Legal & accounting activities	3.0%	3.0%	3.0%	3.0%	3.0%
70 - Head office & management consultancy activities	3.0%	3.0%	3.0%	3.0%	3.0%
71 - Architecture & engineering	3.0%	3.0%	3.0%	3.0%	3.0%
72 - Scientific research & development	2.1%	2.1%	2.1%	2.1%	2.1%
73 - Advertising & market research	2.1%	2.1%	2.1%	2.1%	2.1%
74 - Other professional, scientific & technical activities	2.1%	2.1%	2.1%	2.1%	2.1%
75 - Veterinary activities	0.2%	0.2%	0.2%	0.2%	0.2%
77 - Rental & leasing activities	2.6%	2.6%	2.6%	2.6%	2.6%
78 - Employment activities	2.6%	2.6%	2.6%	2.6%	2.6%
79 - Travel agencies & tour operators	2.6%	2.6%	2.6%	2.6%	2.6%
80 - Security & investigation activities	2.6%	2.6%	2.6%	2.6%	2.6%
81 - Building & landscape services	2.6%	2.6%	2.6%	2.6%	2.6%
82 - Office administrative & other business support	2.6%	2.6%	2.6%	2.6%	2.6%
84 - Public administration & defence	0.5%	0.5%	0.5%	0.5%	0.5%
85 - Education	0.3%	0.3%	0.3%	0.3%	0.3%
86 - Human health activities	0.2%	0.2%	0.2%	0.2%	0.2%
87 - Residential care activities	0.2%	0.2%	0.2%	0.2%	0.2%
88 - Social work activities without accommodation	0.2%	0.2%	0.2%	0.2%	0.2%
90 - Creative, arts & entertainment activities	0.7%	0.7%	0.7%	0.7%	0.7%
91 - Libraries, archives, museums & other cultural activities	0.7%	0.7%	0.7%	0.7%	0.7%
92 - Gambling & betting activities	0.1%	0.1%	0.1%	0.1%	0.1%
93 - Sports activities & amusement & recreation activities	0.7%	0.7%	0.7%	0.7%	0.7%
94 - Activities of membership organisations	0.1%	0.1%	0.1%	0.1%	0.1%
95 - Repair of computers & personal/household goods	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%
96 - Other personal service activities	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%
<b>Total</b>	<b>0.6%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.6%</b>

**Employment Projections - Lichfield - Selected Sectors**  
**Policy-On Scenario 1 (4,000 New Dwellings & 85% Job Balance)**

	2009 Actual	2011	2013	2018	2023	2028
M1 Food & Beverages	598	614	630	674	720	769
M2 Wood & Paper Materials/Products	261	259	256	251	245	240
M3 Chemical, Plastic & Non-Metallic Materials/Products	841	788	738	630	539	463
M4 Metals & Metal Products	966	924	885	793	710	636
M5 Electronics & Electrical Equipment	68	61	56	43	34	26
M6 Mechanical Engineering	1,042	1,022	1,003	956	911	869
M7 Motor Vehicles & Other Transport	455	453	450	445	440	437
M8 Manufacturing nes	116	114	113	109	105	102
S1 Utilities	504	491	478	448	420	396
S2 Construction	2,891	2,956	3,022	3,194	3,376	3,568
S3 Wholesale Distribution	2,305	2,274	2,243	2,168	2,096	2,026
S4 Wholesale, Retail and Repair of Motor Vehicles	870	871	873	876	879	882
S5 Retailing	4,833	4,840	4,847	4,865	4,883	4,901
S6 Land Transport	1,577	1,586	1,596	1,622	1,650	1,682
S7 Post & Telecommunications	714	705	695	672	650	629
S8 Accommodation & Food Service	3,141	3,143	3,145	3,151	3,157	3,164
S9 Printing, Publishing & Media	236	221	206	175	149	127
S10 Insurance, Banking & Finance	883	902	921	971	1,024	1,079
S11 Computer & Information Services	1,174	1,252	1,334	1,565	1,837	2,155
S12 Professional Services	3,227	3,381	3,545	3,996	4,516	5,116
S13 Building & Landscape Services	1,382	1,454	1,529	1,736	1,971	2,237
S14 Other Business Services	2,282	2,401	2,526	2,867	3,254	3,694
S15 Public Administration & Defence	1,394	1,407	1,420	1,453	1,487	1,521
S16 Education	3,210	3,226	3,243	3,284	3,325	3,367
S17 Health & Social Care	4,206	4,221	4,236	4,274	4,313	4,352
S18 Recreational, Cultural & Sporting Activities	1,647	1,664	1,680	1,723	1,768	1,813
S19 Other Services	822	821	819	815	812	808
<b>Total Selected Sectors</b>	<b>41,645</b>	<b>42,049</b>	<b>42,490</b>	<b>43,756</b>	<b>45,272</b>	<b>47,059</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
M1 Food & Beverages	1.3%	1.3%	1.3%	1.3%	1.3%
M2 Wood & Paper Materials/Products	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
M3 Chemical, Plastic & Non-Metallic Materials/Products	-3.2%	-3.2%	-3.1%	-3.1%	-3.0%
M4 Metals & Metal Products	-2.2%	-2.2%	-2.2%	-2.2%	-2.2%
M5 Electronics & Electrical Equipment	-4.9%	-4.9%	-4.9%	-4.8%	-4.8%
M6 Mechanical Engineering	-1.0%	-1.0%	-1.0%	-1.0%	-1.0%
M7 Motor Vehicles & Other Transport	-0.3%	-0.3%	-0.2%	-0.2%	-0.2%
M8 Manufacturing nes	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
S1 Utilities	-1.3%	-1.3%	-1.3%	-1.2%	-1.2%
S2 Construction	1.1%	1.1%	1.1%	1.1%	1.1%
S3 Wholesale Distribution	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
S4 Wholesale, Retail and Repair of Motor Vehicles	0.1%	0.1%	0.1%	0.1%	0.1%
S5 Retailing	0.1%	0.1%	0.1%	0.1%	0.1%
S6 Land Transport	0.3%	0.3%	0.3%	0.4%	0.4%
S7 Post & Telecommunications	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
S8 Accommodation & Food Service	0.0%	0.0%	0.0%	0.0%	0.0%
S9 Printing, Publishing & Media	-3.3%	-3.3%	-3.2%	-3.2%	-3.1%
S10 Insurance, Banking & Finance	1.1%	1.1%	1.1%	1.1%	1.1%
S11 Computer & Information Services	3.2%	3.2%	3.2%	3.2%	3.2%
S12 Professional Services	2.4%	2.4%	2.4%	2.5%	2.5%
S13 Building & Landscape Services	2.6%	2.6%	2.6%	2.6%	2.6%
S14 Other Business Services	2.6%	2.6%	2.6%	2.6%	2.6%
S15 Public Administration & Defence	0.5%	0.5%	0.5%	0.5%	0.5%
S16 Education	0.3%	0.3%	0.3%	0.3%	0.3%
S17 Health & Social Care	0.2%	0.2%	0.2%	0.2%	0.2%
S18 Recreational, Cultural & Sporting Activities	0.5%	0.5%	0.5%	0.5%	0.5%
S19 Other Services	-0.1%	-0.1%	-0.1%	-0.1%	-0.1%
<b>Total Selected Sectors</b>	<b>0.5%</b>	<b>0.5%</b>	<b>0.6%</b>	<b>0.7%</b>	<b>0.8%</b>

**Employment Projections - Lichfield  
Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)**

	2009 Actual	2011	2013	2018	2023	2028
01 : Agriculture/hunting, etc.	64	65	65	67	68	69
02 : Forestry	6	6	6	6	6	7
03 : Fishing	6	6	6	6	6	7
08 : Mining & quarrying	38	34	31	24	19	16
10 : Manuf - food products	595	613	632	681	734	790
11 : Manuf - beverages	3	3	3	3	4	4
13 : Manuf - textiles	87	86	85	82	79	77
14 : Manuf - wearing apparel	1	1	1	1	1	1
15 : Manuf - wood & wood products	87	86	85	83	81	79
17 : Manuf - paper & paper products	50	49	49	48	47	45
18 : Printing & reproduction of recorded media	118	110	102	85	71	60
20 : Manuf - chemicals & chemical products	298	279	261	221	187	158
22 : Manuf - rubber & plastic products	424	406	389	350	315	283
23 : Manuf - other non-metallic mineral products	119	106	94	69	51	39
24 : Manuf - basic metals	112	108	105	96	88	81
25 : Manuf - fabricated metal products	854	819	786	709	640	577
26 : Manuf - computer, electronic & optical products	33	29	26	19	14	11
27 : Manuf - electrical equipment	35	32	30	25	20	17
28 : Manuf - other machinery & equipment	929	916	900	866	832	800
29 : Manuf - motor vehicles, trailers	302	305	307	314	321	329
30 : Manuf - other transport equipment	153	149	146	138	130	122
31 : Manuf - furniture	124	124	124	124	124	124
32 : Manuf - other manufacturing	28	28	28	28	28	28
33 : Repair & installation of machinery & equipment	113	111	110	105	101	97
35 : Electricity, gas, steam & air conditioning supply	241	232	223	203	184	167
36 : Water collection, treatment & supply	53	54	55	58	61	64
37 : Sewerage	9	9	9	8	8	8
38 : Waste collection, treatment & disposal	201	198	194	186	178	171
41 : Construction of buildings	664	691	699	745	794	847
42 : Civil engineering	303	311	319	340	362	386
43 : Specialised construction activities	1,924	1,974	2,025	2,159	2,302	2,454
45 : Wholesale, retail & repair of motor vehicles	870	862	894	924	956	988
46 : Wholesale trade	2,305	2,282	2,259	2,202	2,147	2,093
47 : Retail trade	4,833	4,898	4,965	5,134	5,309	5,490
49 : Land transport	699	717	736	766	839	896
50 : Water transport	1	1	1	1	1	1
51 : Air transport	0	0	0	0	0	0
52 : Warehousing & transportation support activities	878	874	870	861	852	843
53 : Postal & courier activities	417	413	409	399	389	379
55 : Accommodation	173	177	182	193	205	218
56 : Food & beverage services	2,968	2,997	3,026	3,100	3,177	3,255
58 : Publishing	83	77	72	60	50	42
59 : Film, video and TV production & music publishing	34	33	33	31	30	29
60 : Programming & broadcasting activities	1	1	1	1	1	1
61 : Telecommunications	297	294	291	284	277	270
62 : Computer & related activities	885	947	1,013	1,199	1,419	1,679
63 : Information service activities	289	309	331	391	463	548
64 : Financial services	501	514	527	562	599	639
65 : Insurance & pension funding	34	34	34	33	33	33
66 : Auxiliary financial services	348	357	366	390	416	444
68 : Real estate activities	577	586	595	619	643	669
69 : Legal & accounting activities	388	413	440	516	602	704
70 : Head office & management consultancy activities	929	989	1,053	1,232	1,441	1,686
71 : Architecture & engineering	866	922	982	1,149	1,344	1,572
72 : Scientific research & development	139	145	152	170	190	212
73 : Advertising & market research	52	54	57	64	71	79
74 : Other professional, scientific & technical activities	276	289	302	337	377	421
75 : Veterinary activities	130	132	135	141	147	153
77 : Rental & housing activities	755	797	841	963	1,103	1,263
78 : Employment activities	698	735	776	888	1,017	1,164
79 : Travel agencies & tour operators	128	135	143	163	187	214
80 : Security & investigation activities	221	233	246	282	323	370
81 : Building & landscape services	1,382	1,469	1,540	1,763	2,019	2,312
82 : Office administrative & other business support	482	509	537	615	704	806
84 : Public administration & defence	1,394	1,433	1,472	1,576	1,687	1,806
85 : Education	3,210	3,275	3,341	3,511	3,691	3,879
86 : Human health activities	2,102	2,139	2,176	2,272	2,373	2,478
87 : Residential care activities	875	890	906	946	988	1,031
88 : Social work activities without accommodation	1,089	1,118	1,138	1,188	1,241	1,296
90 : Creative, arts & entertainment activities	64	65	66	69	72	75
91 : Libraries, archives, museums & other cultural activities	87	89	90	94	98	102
92 : Gambling & betting activities	84	85	87	90	94	97
93 : Sports activities & amusement & recreation activities	951	967	984	1,027	1,072	1,119
94 : Activities of membership organisations	461	468	476	494	514	535
95 : Repair of computers & personal/household goods	41	41	42	42	43	44
96 : Other personal service activities	781	787	792	807	822	837
<b>Total</b>	<b>41,760</b>	<b>42,493</b>	<b>43,274</b>	<b>45,420</b>	<b>47,881</b>	<b>50,688</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
01 : Agriculture/hunting, etc.	0.4%	0.4%	0.4%	0.4%	0.4%
02 : Forestry	0.4%	0.4%	0.4%	0.4%	0.4%
03 : Fishing	0.4%	0.4%	0.4%	0.4%	0.4%
08 : Mining & quarrying	-4.9%	-4.9%	-4.9%	-4.9%	-4.9%
10 : Manuf - food products	1.5%	1.5%	1.5%	1.5%	1.5%
11 : Manuf - beverages	1.5%	1.5%	1.5%	1.5%	1.5%
13 : Manuf - textiles	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
14 : Manuf - wearing apparel	-0.7%	-0.7%	-0.7%	-0.7%	-0.7%
15 : Manuf - wood & wood products	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
17 : Manuf - paper & paper products	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
18 : Printing & reproduction of recorded media	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%
20 : Manuf - chemicals & chemical products	-3.3%	-3.3%	-3.3%	-3.3%	-3.3%
22 : Manuf - rubber & plastic products	-2.1%	-2.1%	-2.1%	-2.1%	-2.1%
23 : Manuf - other non-metallic mineral products	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
24 : Manuf - basic metals	-1.7%	-1.7%	-1.7%	-1.7%	-1.7%
25 : Manuf - fabricated metal products	-2.0%	-2.0%	-2.0%	-2.0%	-2.0%
26 : Manuf - computer, electronic & optical products	-5.8%	-5.8%	-5.8%	-5.8%	-5.8%
27 : Manuf - electrical equipment	-3.8%	-3.8%	-3.8%	-3.8%	-3.8%
28 : Manuf - other machinery & equipment	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
29 : Manuf - motor vehicles, trailers	0.4%	0.4%	0.4%	0.4%	0.4%
30 : Manuf - other transport equipment	-1.2%	-1.2%	-1.2%	-1.2%	-1.2%
31 : Manuf - furniture	0.0%	0.0%	0.0%	0.0%	0.0%
32 : Manuf - other manufacturing	0.0%	0.0%	0.0%	0.0%	0.0%
33 : Repair & installation of machinery & equipment	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
35 : Electricity, gas, steam & air conditioning supply	-1.9%	-1.9%	-1.9%	-1.9%	-1.9%
36 : Water collection, treatment & supply	1.0%	1.0%	1.0%	1.0%	1.0%
37 : Sewerage	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%
38 : Waste collection, treatment & disposal	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%
41 : Construction of buildings	1.3%	1.3%	1.3%	1.3%	1.3%
42 : Civil engineering	1.3%	1.3%	1.3%	1.3%	1.3%
43 : Specialised construction activities	1.3%	1.3%	1.3%	1.3%	1.3%
45 : Wholesale, retail & repair of motor vehicles	0.7%	0.7%	0.7%	0.7%	0.7%
46 : Wholesale trade	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
47 : Retail trade	0.7%	0.7%	0.7%	0.7%	0.7%
49 : Land transport	1.3%	1.3%	1.3%	1.3%	1.3%
50 : Water transport	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
51 : Air transport	0.0%	0.0%	0.0%	0.0%	0.0%
52 : Warehousing & transportation support activities	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
53 : Postal & courier activities	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
55 : Accommodation	1.2%	1.2%	1.2%	1.2%	1.2%
56 : Food & beverage services	0.5%	0.5%	0.5%	0.5%	0.5%
58 : Publishing	-3.5%	-3.5%	-3.5%	-3.5%	-3.5%
59 : Film, video and TV production & music publishing	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%
60 : Programming & broadcasting activities	-0.9%	-0.9%	-0.9%	-0.9%	-0.9%
61 : Telecommunications	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
62 : Computer & related activities	3.4%	3.4%	3.4%	3.4%	3.4%
63 : Information service activities	3.4%	3.4%	3.4%	3.4%	3.4%
64 : Financial services	1.3%	1.3%	1.3%	1.3%	1.3%
65 : Insurance & pension funding	-0.2%	-0.2%	-0.2%	-0.2%	-0.2%
66 : Auxiliary financial services	1.3%	1.3%	1.3%	1.3%	1.3%
68 : Real estate activities	0.8%	0.8%	0.8%	0.8%	0.8%
69 : Legal & accounting activities	3.2%	3.2%	3.2%	3.2%	3.2%
70 : Head office & management consultancy activities	3.2%	3.2%	3.2%	3.2%	3.2%
71 : Architecture & engineering	3.2%	3.2%	3.2%	3.2%	3.2%
72 : Scientific research & development	2.3%	2.3%	2.3%	2.3%	2.3%
73 : Advertising & market research	2.3%	2.3%	2.3%	2.3%	2.3%
74 : Other professional, scientific & technical activities	2.3%	2.3%	2.3%	2.3%	2.3%
75 : Veterinary activities	0.9%	0.9%	0.9%	0.9%	0.9%
77 : Rental & housing activities	2.7%	2.7%	2.7%	2.7%	2.7%
78 : Employment activities	2.7%	2.7%	2.7%	2.7%	2.7%
79 : Travel agencies & tour operators	2.7%	2.7%	2.7%	2.7%	2.7%
80 : Security & investigation activities	2.7%	2.7%	2.7%	2.7%	2.7%
81 : Building & landscape services	2.7%	2.7%	2.7%	2.7%	2.7%
82 : Office administrative & other business support	2.7%	2.7%	2.7%	2.7%	2.7%
84 : Public administration & defence	1.4%	1.4%	1.4%	1.4%	1.4%
85 : Education	1.0%	1.0%	1.0%	1.0%	1.0%
86 : Human health activities	0.9%	0.9%	0.9%	0.9%	0.9%
87 : Residential care activities	0.9%	0.9%	0.9%	0.9%	0.9%
88 : Social work activities without accommodation	0.9%	0.9%	0.9%	0.9%	0.9%
90 : Creative, arts & entertainment activities	0.9%	0.9%	0.9%	0.9%	0.9%
91 : Libraries, archives, museums & other cultural activities	0.9%	0.9%	0.9%	0.9%	0.9%
92 : Gambling & betting activities	0.8%	0.8%	0.8%	0.8%	0.8%
93 : Sports activities & amusement & recreation activities	0.9%	0.9%	0.9%	0.9%	0.9%
94 : Activities of membership organisations	0.8%	0.8%	0.8%	0.8%	0.8%
95 : Repair of computers & personal/household goods	0.4%	0.4%	0.4%	0.4%	0.4%
96 : Other personal service activities	0.4%	0.4%	0.4%	0.4%	0.4%
<b>Total</b>	<b>0.9%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.1%</b>

**Employment Projections - Lichfield - Selected Sectors**  
**Policy-On Scenario 2 (8,000 New Dwellings & 85% Job Balance)**

	2009 Actual	2011	2013	2018	2023	2028
M1 Food & Beverages	598	616	635	684	737	794
M2 Wood & Paper Materials/Products	261	260	258	255	251	248
M3 Chemical, Plastic & Non-Metallic Materials/Products	841	791	744	640	552	479
M4 Metals & Metal Products	966	928	891	805	727	657
M5 Electronics & Electrical Equipment	68	62	56	44	35	27
M6 Mechanical Engineering	1,042	1,026	1,010	971	934	898
M7 Motor Vehicles & Other Transport	455	454	453	452	451	451
M8 Manufacturing nes	116	115	114	111	108	105
S1 Utilities	504	492	481	455	431	409
S2 Construction	2,891	2,966	3,043	3,244	3,458	3,687
S3 Wholesale Distribution	2,305	2,282	2,259	2,202	2,147	2,093
S4 Wholesale, Retail and Repair of Motor Vehicles	870	882	894	924	956	988
S5 Retailing	4,833	4,898	4,965	5,134	5,309	5,490
S6 Land Transport	1,577	1,592	1,607	1,647	1,691	1,738
S7 Post & Telecommunications	714	707	700	683	666	650
S8 Accommodation & Food Service	3,141	3,174	3,208	3,293	3,381	3,472
S9 Printing, Publishing & Media	236	221	208	178	153	131
S10 Insurance, Banking & Finance	883	905	927	986	1,049	1,115
S11 Computer & Information Services	1,174	1,256	1,343	1,590	1,882	2,227
S12 Professional Services	3,227	3,399	3,581	4,085	4,668	5,344
S13 Building & Landscape Services	1,382	1,459	1,540	1,763	2,019	2,312
S14 Other Business Services	2,282	2,409	2,543	2,912	3,334	3,817
S15 Public Administration & Defence	1,394	1,433	1,472	1,576	1,687	1,806
S16 Education	3,210	3,275	3,341	3,511	3,691	3,879
S17 Health & Social Care	4,206	4,279	4,354	4,547	4,748	4,958
S18 Recreational, Cultural & Sporting Activities	1,647	1,675	1,703	1,775	1,850	1,928
S19 Other Services	822	828	834	849	865	881
<b>Total Selected Sectors</b>	<b>41,645</b>	<b>42,381</b>	<b>43,162</b>	<b>45,315</b>	<b>47,780</b>	<b>50,588</b>

**Projected Growth Rates (% pa)**

	2009- 2011	2011- 2013	2013- 2018	2018- 2023	2023- 2028
M1 Food & Beverages	1.5%	1.5%	1.5%	1.5%	1.5%
M2 Wood & Paper Materials/Products	-0.3%	-0.3%	-0.3%	-0.3%	-0.3%
M3 Chemical, Plastic & Non-Metallic Materials/Products	-3.0%	-3.0%	-3.0%	-2.9%	-2.8%
M4 Metals & Metal Products	-2.0%	-2.0%	-2.0%	-2.0%	-2.0%
M5 Electronics & Electrical Equipment	-4.8%	-4.7%	-4.7%	-4.7%	-4.6%
M6 Mechanical Engineering	-0.8%	-0.8%	-0.8%	-0.8%	-0.8%
M7 Motor Vehicles & Other Transport	-0.1%	-0.1%	-0.1%	0.0%	0.0%
M8 Manufacturing nes	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
S1 Utilities	-1.2%	-1.1%	-1.1%	-1.1%	-1.0%
S2 Construction	1.3%	1.3%	1.3%	1.3%	1.3%
S3 Wholesale Distribution	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
S4 Wholesale, Retail and Repair of Motor Vehicles	0.7%	0.7%	0.7%	0.7%	0.7%
S5 Retailing	0.7%	0.7%	0.7%	0.7%	0.7%
S6 Land Transport	0.5%	0.5%	0.5%	0.5%	0.6%
S7 Post & Telecommunications	-0.5%	-0.5%	-0.5%	-0.5%	-0.5%
S8 Accommodation & Food Service	0.5%	0.5%	0.5%	0.5%	0.5%
S9 Printing, Publishing & Media	-3.1%	-3.1%	-3.1%	-3.0%	-3.0%
S10 Insurance, Banking & Finance	1.2%	1.2%	1.2%	1.2%	1.2%
S11 Computer & Information Services	3.4%	3.4%	3.4%	3.4%	3.4%
S12 Professional Services	2.6%	2.6%	2.7%	2.7%	2.7%
S13 Building & Landscape Services	2.7%	2.7%	2.7%	2.7%	2.7%
S14 Other Business Services	2.7%	2.7%	2.7%	2.7%	2.7%
S15 Public Administration & Defence	1.4%	1.4%	1.4%	1.4%	1.4%
S16 Education	1.0%	1.0%	1.0%	1.0%	1.0%
S17 Health & Social Care	0.9%	0.9%	0.9%	0.9%	0.9%
S18 Recreational, Cultural & Sporting Activities	0.8%	0.8%	0.8%	0.8%	0.8%
S19 Other Services	0.4%	0.4%	0.4%	0.4%	0.4%
<b>Total Selected Sectors</b>	<b>0.9%</b>	<b>0.9%</b>	<b>1.0%</b>	<b>1.1%</b>	<b>1.1%</b>

# Appendix L – Employment Sector and Land Use Groupings

### Employment Densities and Land Use Grouping by Sector Group

Sector Group	Land Use Class (% of land required for employment)	Net Internal Density (m2 per employee)	Gross Internal Density (m2 per employee)	Conversion Factor: Internal to External	Gross External Density (m2 per employee)
M1 Food & Beverages	B2		36	1.035	37.26
M2 Wood & Paper Materials/Products	B2		36	1.035	37.26
M3 Chemical, Plastic & Non-Metallic Materials/Products	B2		36	1.035	37.26
M4 Metals & Metal Products	B2		36	1.035	37.26
M5 Electronics & Electrical Equipment	B1c	47	52	1.035	54.05
M6 Mechanical Engineering	B2		36	1.035	37.26
M7 Motor Vehicles & Other Transport	B2		36	1.035	37.26
M8 Manufacturing nes	B2		36	1.035	37.26
S1 Utilities	B1a (30%)	12	15	1.035	15.53
S2 Construction	B1a (33.3%)	12	15	1.035	15.53
S3 Wholesale Distribution	B8		70	1	70.00
S4 Wholesale, Retail and Repair of Motor Vehicles	B2		36	1.035	37.26
S5 Retailing	A1 (33.3%)	19	24	1.1	26.13
S5 Retailing	B1a (33.3%)	12	15	1.035	15.53
S5 Retailing	A2 (33.3%)	16	20	1.1	22.00
S6 Land Transport	B8 (45%)		80	1	80.00
S6 Land Transport	B8 (55%)		70	1	70.00
S7 Post & Telecommunications	B8		70	1	70.00
S8 Accommodation & Food Service	C1 (5%)	18	23	1.1	24.75
S8 Accommodation & Food Service	A3 (95%)	18	23	1.1	24.75
S9 Printing, Publishing & Media	B2 (85%)		36	1.035	37.26
S9 Printing, Publishing & Media	B1a (15%)	12	15	1.035	15.53
S10 Insurance, Banking & Finance	A2a (50%)	16	20	1.1	22.00
S10 Insurance, Banking & Finance	B1a (50%)	12	15	1.035	15.53
S11 Computer & Information Services	B1a (45%)	12	15	1.035	15.53
S11 Computer & Information Services	A2b (45%)	16	20	1.1	22.00
S11 Computer & Information Services	A1 (10%)	19	24	1.1	26.13
S12 Professional Services	B1a (35%)	12	15	1.035	15.53
S12 Professional Services	B1b (5%)	47	52	1.035	54.05
S12 Professional Services	A2a/b (60%)	16	20	1.1	22.00
S13 Building & Landscape Services	B1a (30%)	12	15	1.035	15.53
S14 Other Business Services	B1a	12	15	1.035	15.53
S15 Public Administration & Defence	B1a	12	15	1.035	15.53
S16 Education	B1a (10%)	12	15	1.035	15.53
S17 Health & Social Care	B1a (20%)	12	15	1.035	15.53
S18 Recreational, Cultural & Sporting Activities	A2c	16	20	1.1	22.00
S19 Other Services	A2c	16	20	1.1	22.00

# Appendix M – Employment Floorspace Requirements in Lichfield: 2009 – 2028



**BASELINE SCENARIO****Floorspace requirements by land use class and year**

	2009	2011	2013	2018	2023	2028
A1	45,150	41,339	37,679	38,074	39,735	42,886
A2	153,688	140,095	145,134	154,273	165,636	182,611
A3	73,853	74,861	76,625	83,179	87,968	96,790
B1a	157,005	160,600	164,479	179,165	191,890	210,634
B1b	8,721	9,599	10,419	10,744	11,698	13,873
B1c	3,675	2,135	2,135	2,135	2,135	1,540
B2	199,326	177,476	176,188	170,908	167,163	162,921
B8	328,817	291,690	295,986	303,135	308,217	316,995
C1	3,887	3,940	4,033	4,378	4,630	5,094
<b>Total</b>	<b>974,123</b>	<b>901,733</b>	<b>912,679</b>	<b>945,991</b>	<b>979,072</b>	<b>1,033,344</b>

**Floorspace requirements for different land-use categories: % change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		92%	83%	84%	88%	95%
A2		91%	94%	100%	108%	119%
A3		101%	104%	113%	119%	131%
B1a		102%	105%	114%	122%	134%
B1b		110%	119%	123%	134%	159%
B1c		58%	58%	58%	58%	42%
B2		89%	88%	86%	84%	82%
B8		89%	90%	92%	94%	96%
C1		101%	104%	113%	119%	131%
<b>Total</b>		<b>93%</b>	<b>94%</b>	<b>97%</b>	<b>101%</b>	<b>106%</b>

**Floorspace requirements for different land-use categories: absolute change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		-3,812	-7,471	-7,077	-5,415	-2,265
A2		-13,594	-8,555	585	11,947	28,923
A3		1,008	2,773	9,326	14,115	22,937
B1a		3,595	7,474	22,160	34,885	53,628
B1b		878	1,698	2,023	2,977	5,152
B1c		-1,540	-1,540	-1,540	-1,540	-2,135
B2		-21,850	-23,138	-28,418	-32,163	-36,405
B8		-37,127	-32,831	-25,681	-20,599	-11,821
C1		53	146	491	743	1,207
<b>Total</b>		<b>-72,390</b>	<b>-61,444</b>	<b>-28,132</b>	<b>4,950</b>	<b>59,222</b>

**POLICY-ON SCENARIO 1 (4,000 NEW DWELLINGS & 85% JOB BALANCE)**  
**Floorspace requirements by land use class and year**

	2009	2011	2013	2018	2023	2028
A1	45,150	45,415	45,692	46,451	47,316	48,304
A2	153,688	157,085	160,661	170,452	181,610	194,348
A3	73,853	73,901	73,950	74,082	74,226	74,383
B1a	157,005	161,255	165,720	177,900	191,692	207,318
B1b	8,721	9,138	9,580	10,800	12,206	13,826
B1c	3,675	3,322	3,003	2,339	1,827	1,431
B2	199,326	194,985	190,923	181,888	174,269	167,879
B8	328,817	326,659	324,571	319,656	315,177	311,138
C1	3,887	3,890	3,892	3,899	3,907	3,915
<b>Total</b>	<b>974,123</b>	<b>975,648</b>	<b>977,992</b>	<b>987,467</b>	<b>1,002,229</b>	<b>1,022,541</b>

**Floorspace requirements for different land-use categories: % change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		101%	101%	103%	105%	107%
A2		102%	105%	111%	118%	126%
A3		100%	100%	100%	101%	101%
B1a		103%	106%	113%	122%	132%
B1b		105%	110%	124%	140%	159%
B1c		90%	82%	64%	50%	39%
B2		98%	96%	91%	87%	84%
B8		99%	99%	97%	96%	95%
C1		100%	100%	100%	101%	101%
<b>Total</b>		<b>100%</b>	<b>100%</b>	<b>101%</b>	<b>103%</b>	<b>105%</b>

**Floorspace requirements for different land-use categories: absolute change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		264	542	1,301	2,166	3,154
A2		3,397	6,972	16,763	27,922	40,660
A3		48	97	229	373	530
B1a		4,249	8,714	20,895	34,687	50,313
B1b		417	859	2,079	3,485	5,105
B1c		-354	-672	-1,337	-1,849	-2,245
B2		-4,342	-8,403	-17,439	-25,058	-31,447
B8		-2,157	-4,245	-9,161	-13,639	-17,679
C1		3	5	12	20	28
<b>Total</b>		<b>1,525</b>	<b>3,870</b>	<b>13,344</b>	<b>28,106</b>	<b>48,419</b>

**POLICY-ON SCENARIO 2 (8,000 NEW DWELLINGS & 85% JOB BALANCE)**  
**Floorspace requirements by land use class and year**

	2009	2011	2013	2018	2023	2028
A1	45,150	45,933	46,738	48,858	51,146	53,626
A2	153,688	158,224	162,975	175,884	190,449	206,930
A3	73,853	74,633	75,422	77,435	79,507	81,641
B1a	157,005	162,574	168,413	184,293	202,207	222,439
B1b	8,721	9,185	9,677	11,039	12,616	14,443
B1c	3,675	3,333	3,024	2,376	1,871	1,478
B2	199,326	195,938	192,809	186,031	180,594	176,341
B8	328,817	327,790	326,822	324,664	322,892	321,520
C1	3,887	3,928	3,970	4,076	4,185	4,297
<b>Total</b>	<b>974,123</b>	<b>981,536</b>	<b>989,849</b>	<b>1,014,656</b>	<b>1,045,467</b>	<b>1,082,715</b>

**Floorspace requirements for different land-use categories: % change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		102%	104%	108%	113%	119%
A2		103%	106%	114%	124%	135%
A3		101%	102%	105%	108%	111%
B1a		104%	107%	117%	129%	142%
B1b		105%	111%	127%	145%	166%
B1c		91%	82%	65%	51%	40%
B2		98%	97%	93%	91%	88%
B8		100%	99%	99%	98%	98%
C1		101%	102%	105%	108%	111%
<b>Total</b>		<b>101%</b>	<b>102%</b>	<b>104%</b>	<b>107%</b>	<b>111%</b>

**Floorspace requirements for different land-use categories: absolute change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		783	1,588	3,707	5,996	8,476
A2		4,535	9,287	22,196	36,760	53,241
A3		780	1,569	3,582	5,654	7,788
B1a		5,568	11,408	27,288	45,202	65,434
B1b		464	956	2,318	3,895	5,722
B1c		-342	-651	-1,300	-1,804	-2,197
B2		-3,388	-6,517	-13,295	-18,732	-22,985
B8		-1,027	-1,995	-4,152	-5,924	-7,297
C1		41	83	189	298	410
<b>Total</b>		<b>7,414</b>	<b>15,726</b>	<b>40,533</b>	<b>71,345</b>	<b>108,592</b>

**PAST TRENDS SCENARIO****Floorspace requirements by land use class and year**

	2009	2011	2013	2018	2023	2028
A1	45,150	45,976	46,818	48,994	51,275	53,667
A2	153,688	157,688	161,818	172,741	184,570	197,373
A3	73,853	74,096	74,340	74,953	75,572	76,195
B1a	157,005	161,424	166,034	178,454	192,285	207,716
B1b	8,721	9,035	9,361	10,227	11,174	12,208
B1c	3,675	3,430	3,208	2,742	2,377	2,087
B2	199,326	196,960	194,873	190,859	188,528	187,867
B8	328,817	339,069	349,888	379,702	414,086	453,958
C1	3,887	3,900	3,913	3,945	3,977	4,010
<b>Total</b>	<b>974,123</b>	<b>991,577</b>	<b>1,010,252</b>	<b>1,062,616</b>	<b>1,123,844</b>	<b>1,195,082</b>

**Floorspace requirements for different land-use categories: % change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		102%	104%	109%	114%	119%
A2		103%	105%	112%	120%	128%
A3		100%	101%	101%	102%	103%
B1a		103%	106%	114%	122%	132%
B1b		104%	107%	117%	128%	140%
B1c		93%	87%	75%	65%	57%
B2		99%	98%	96%	95%	94%
B8		103%	106%	115%	126%	138%
C1		100%	101%	101%	102%	103%
<b>Total</b>		<b>102%</b>	<b>104%</b>	<b>109%</b>	<b>115%</b>	<b>123%</b>

**Floorspace requirements for different land-use categories: absolute change compared to 2009**

*NB shows the change for each year compared to the base year of 2009 (not compared to preceding year in table)*

	2009	2011	2013	2018	2023	2028
A1		826	1,668	3,844	6,125	8,517
A2		3,999	8,129	19,053	30,882	43,684
A3		243	487	1,101	1,719	2,343
B1a		4,419	9,029	21,448	35,280	50,711
B1b		314	640	1,506	2,453	3,487
B1c		-246	-467	-933	-1,299	-1,589
B2		-2,366	-4,453	-8,468	-10,798	-11,459
B8		10,252	21,071	50,885	85,270	125,142
C1		13	26	58	90	123
<b>Total</b>		<b>17,454</b>	<b>36,130</b>	<b>88,493</b>	<b>149,721</b>	<b>220,959</b>

# Appendix N – Employment Land Requirements in Lichfield: 2009 – 2028

## Baseline

### Baseline - Total Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	45,150	41,339	37,679	38,074	39,735	42,886
A2	153,688	140,095	145,134	154,273	165,636	182,611
A3	73,853	74,861	76,625	83,179	87,968	96,790
B1a	157,005	160,600	164,479	179,165	191,890	210,634
B1b	8,721	9,599	10,419	10,744	11,698	13,873
B1c	3,675	2,135	2,135	2,135	2,135	1,540
B2	199,326	177,476	176,188	170,908	167,163	162,921
B8	328,817	291,690	295,986	303,135	308,217	316,995
C1	3,887	3,940	4,033	4,378	4,630	5,094
<b>Total</b>	<b>974,123</b>	<b>901,733</b>	<b>912,679</b>	<b>945,991</b>	<b>979,072</b>	<b>1,033,344</b>

### Baseline - Absolute Change in Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	0	-3,812	-7,471	-7,077	-5,415	-2,265
A2	0	-13,594	-8,555	585	11,947	28,923
A3	0	1,008	2,773	9,326	14,115	22,937
B1a	0	3,595	7,474	22,160	34,885	53,628
B1b	0	878	1,698	2,023	2,977	5,152
B1c	0	-1,540	-1,540	-1,540	-1,540	-2,135
B2	0	-21,850	-23,138	-28,418	-32,163	-36,405
B8	0	-37,127	-32,831	-25,681	-20,599	-11,821
C1	0	53	146	491	743	1,207
<b>Total</b>	<b>0</b>	<b>-72,390</b>	<b>-61,444</b>	<b>-28,132</b>	<b>4,950</b>	<b>59,222</b>

### Adjusted to Fit Churn Model

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	237,482	9,173	24,183	37,862	58,781
Factories	0	0	0	0	0	0
Warehouses	0	39,138	0	0	22,622	0
<b>Total</b>	<b>0</b>	<b>276,620</b>	<b>9,173</b>	<b>24,183</b>	<b>60,484</b>	<b>58,781</b>

### Addition of Churn (1% per annum)

2013

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	239,162	12,533	31,743	49,622	74,741
Factories	0	9,700	19,400	43,650	67,900	92,150
Warehouses	0	49,478	20,680	46,530	95,002	98,230
<b>Total</b>	<b>0</b>	<b>298,340</b>	<b>52,613</b>	<b>121,923</b>	<b>212,524</b>	<b>265,121</b>

### Removal of Leakage (to Non Employment Areas)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	6,893	17,458	27,292	41,107
Factories	0	8,730	17,460	39,285	61,110	82,935
Warehouses	0	44,530	18,612	41,877	85,502	88,407
<b>Total</b>	<b>0</b>	<b>184,799</b>	<b>42,965</b>	<b>98,620</b>	<b>173,904</b>	<b>212,449</b>

### Allowance for Completions / Relocations

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	6,893	17,458	27,292	41,107
Factories	0	29,958	38,688	60,513	82,338	104,163
Warehouses	0	65,758	39,840	63,105	106,729	109,635
<b>Total</b>	<b>0</b>	<b>227,254</b>	<b>85,420</b>	<b>141,075</b>	<b>216,359</b>	<b>254,904</b>

### Conversion to Land Requirement (ha)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0.00	44.52	2.33	5.91	9.24	13.91
Factories	0.00	9.42	12.16	19.02	25.88	32.74
Warehouses	0.00	18.08	10.96	17.35	29.35	30.15
<b>Total</b>	<b>0.00</b>	<b>72.02</b>	<b>25.45</b>	<b>42.28</b>	<b>64.47</b>	<b>76.80</b>

## Policy On SC1 (4,000 New Dwellings)

### Policy On SC1 (4,000 New Dwellings) - Total Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	45,150	45,415	45,692	46,451	47,316	48,304
A2	153,688	157,085	160,661	170,452	181,610	194,348
A3	73,853	73,901	73,950	74,082	74,226	74,383
B1a	157,005	161,255	165,720	177,900	191,692	207,318
B1b	8,721	9,138	9,580	10,800	12,206	13,826
B1c	3,675	3,322	3,003	2,339	1,827	1,431
B2	199,326	194,985	190,923	181,888	174,269	167,879
B8	328,817	326,659	324,571	319,656	315,177	311,138
C1	3,887	3,890	3,892	3,899	3,907	3,915
<b>Total</b>	<b>974,123</b>	<b>975,648</b>	<b>977,992</b>	<b>987,467</b>	<b>1,002,229</b>	<b>1,022,541</b>

### Policy On SC1 (4,000 New Dwellings) - Absolute Change in Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	0	264	542	1,301	2,166	3,154
A2	0	3,397	6,972	16,763	27,922	40,660
A3	0	48	97	229	373	530
B1a	0	4,249	8,714	20,895	34,687	50,313
B1b	0	417	859	2,079	3,485	5,105
B1c	0	-354	-672	-1,337	-1,849	-2,245
B2	0	-4,342	-8,403	-17,439	-25,058	-31,447
B8	0	-2,157	-4,245	-9,161	-13,639	-17,679
C1	0	3	5	12	20	28
<b>Total</b>	<b>0</b>	<b>1,525</b>	<b>3,870</b>	<b>13,344</b>	<b>28,106</b>	<b>48,419</b>

### Adjusted to Fit Churn Model

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	237,482	9,573	22,974	38,172	55,418
Factories	0	0	0	0	0	0
Warehouses	0	4,168	0	0	15,662	0
<b>Total</b>	<b>0</b>	<b>241,651</b>	<b>9,573</b>	<b>22,974</b>	<b>53,834</b>	<b>55,418</b>

### Addition of Churn (1% per annum)

2013

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	239,162	12,933	30,534	49,932	71,378
Factories	0	9,700	19,400	43,650	67,900	92,150
Warehouses	0	14,508	20,680	46,530	88,042	98,230
<b>Total</b>	<b>0</b>	<b>263,371</b>	<b>53,013</b>	<b>120,714</b>	<b>205,874</b>	<b>261,758</b>

### Removal of Leakage (to Non Employment Areas)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	7,113	16,794	27,462	39,258
Factories	0	8,730	17,460	39,285	61,110	82,935
Warehouses	0	13,058	18,612	41,877	79,238	88,407
<b>Total</b>	<b>0</b>	<b>153,327</b>	<b>43,185</b>	<b>97,956</b>	<b>167,811</b>	<b>210,600</b>

### Allowance for Completions / Relocations

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	7,113	16,794	27,462	39,258
Factories	0	29,958	38,688	60,513	82,338	104,163
Warehouses	0	34,285	39,840	63,105	100,466	109,635
<b>Total</b>	<b>0</b>	<b>195,782</b>	<b>85,640</b>	<b>140,411</b>	<b>210,266</b>	<b>253,055</b>

### Conversion to Land Requirement (ha)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0.00	44.52	2.41	5.68	9.29	13.29
Factories	0.00	9.42	12.16	19.02	25.88	32.74
Warehouses	0.00	9.43	10.96	17.35	27.63	30.15
<b>Total</b>	<b>0.00</b>	<b>63.36</b>	<b>25.52</b>	<b>42.06</b>	<b>62.80</b>	<b>76.17</b>

## Policy On SC2 (8,000 New Dwellings)

### Policy On SC2 (8,000 New Dwellings) - Total Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	45,150	45,933	46,738	48,858	51,146	53,626
A2	153,688	158,224	162,975	175,884	190,449	206,930
A3	73,853	74,633	75,422	77,435	79,507	81,641
B1a	157,005	162,574	168,413	184,293	202,207	222,439
B1b	8,721	9,185	9,677	11,039	12,616	14,443
B1c	3,675	3,333	3,024	2,376	1,871	1,478
B2	199,326	195,938	192,809	186,031	180,594	176,341
B8	328,817	327,790	326,822	324,664	322,892	321,520
C1	3,887	3,928	3,970	4,076	4,185	4,297
<b>Total</b>	<b>974,123</b>	<b>981,536</b>	<b>989,849</b>	<b>1,014,656</b>	<b>1,045,467</b>	<b>1,082,715</b>

### Policy On SC2 (8,000 New Dwellings) - Absolute Change in Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	0	783	1,588	3,707	5,996	8,476
A2	0	4,535	9,287	22,196	36,760	53,241
A3	0	780	1,569	3,582	5,654	7,788
B1a	0	5,568	11,408	27,288	45,202	65,434
B1b	0	464	956	2,318	3,895	5,722
B1c	0	-342	-651	-1,300	-1,804	-2,197
B2	0	-3,388	-6,517	-13,295	-18,732	-22,985
B8	0	-1,027	-1,995	-4,152	-5,924	-7,297
C1	0	41	83	189	298	410
<b>Total</b>	<b>0</b>	<b>7,414</b>	<b>15,726</b>	<b>40,533</b>	<b>71,345</b>	<b>108,592</b>

### Adjusted to Fit Churn Model

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	237,482	12,363	29,606	49,097	71,156
Factories	0	0	0	0	0	0
Warehouses	0	3,038	0	0	7,947	0
<b>Total</b>	<b>0</b>	<b>240,520</b>	<b>12,363</b>	<b>29,606</b>	<b>57,044</b>	<b>71,156</b>

### Addition of Churn (1% per annum)

2013

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	239,162	15,723	37,166	60,857	87,116
Factories	0	9,700	19,400	43,650	67,900	92,150
Warehouses	0	13,378	20,680	46,530	80,327	98,230
<b>Total</b>	<b>0</b>	<b>262,240</b>	<b>55,803</b>	<b>127,346</b>	<b>209,084</b>	<b>277,496</b>

### Removal of Leakage (to Non Employment Areas)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	8,648	20,441	33,471	47,914
Factories	0	8,730	17,460	39,285	61,110	82,935
Warehouses	0	12,040	18,612	41,877	72,294	88,407
<b>Total</b>	<b>0</b>	<b>152,309</b>	<b>44,720</b>	<b>101,603</b>	<b>166,876</b>	<b>219,256</b>

### Allowance for Completions / Relocations

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	8,648	20,441	33,471	47,914
Factories	0	29,958	38,688	60,513	82,338	104,163
Warehouses	0	33,268	39,840	63,105	93,522	109,635
<b>Total</b>	<b>0</b>	<b>194,764</b>	<b>87,175</b>	<b>144,058</b>	<b>209,331</b>	<b>261,711</b>

### Conversion to Land Requirement (ha)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0.00	44.52	2.93	6.92	11.33	16.22
Factories	0.00	9.42	12.16	19.02	25.88	32.74
Warehouses	0.00	9.15	10.96	17.35	25.72	30.15
<b>Total</b>	<b>0.00</b>	<b>63.08</b>	<b>26.04</b>	<b>43.29</b>	<b>62.92</b>	<b>79.10</b>



## Past Trends

### Past Trends - Total Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	45,150	45,976	46,818	48,994	51,275	53,667
A2	153,688	157,688	161,818	172,741	184,570	197,373
A3	73,853	74,096	74,340	74,953	75,572	76,195
B1a	157,005	161,424	166,034	178,454	192,285	207,716
B1b	8,721	9,035	9,361	10,227	11,174	12,208
B1c	3,675	3,430	3,208	2,742	2,377	2,087
B2	199,326	196,960	194,873	190,859	188,528	187,867
B8	328,817	339,069	349,888	379,702	414,086	453,958
C1	3,887	3,900	3,913	3,945	3,977	4,010
<b>Total</b>	<b>974,123</b>	<b>991,577</b>	<b>1,010,252</b>	<b>1,062,616</b>	<b>1,123,844</b>	<b>1,195,082</b>

### Past Trends - Absolute Change in Floorspace Requirement 2009-2028

	2009	2011	2013	2018	2023	2028
A1	0	826	1,668	3,844	6,125	8,517
A2	0	3,999	8,129	19,053	30,882	43,684
A3	0	243	487	1,101	1,719	2,343
B1a	0	4,419	9,029	21,448	35,280	50,711
B1b	0	314	640	1,506	2,453	3,487
B1c	0	-246	-467	-933	-1,299	-1,589
B2	0	-2,366	-4,453	-8,468	-10,798	-11,459
B8	0	10,252	21,071	50,885	85,270	125,142
C1	0	13	26	58	90	123
<b>Total</b>	<b>0</b>	<b>17,454</b>	<b>36,130</b>	<b>88,493</b>	<b>149,721</b>	<b>220,959</b>

### Adjusted to Fit Churn Model

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	237,482	9,668	22,954	37,732	54,198
Factories	0	0	0	0	0	0
Warehouses	0	-8,241	21,071	50,885	-83,247	125,142
<b>Total</b>	<b>0</b>	<b>229,241</b>	<b>30,740</b>	<b>73,839</b>	<b>-45,514</b>	<b>179,340</b>

### Addition of Churn (1% per annum)

2013

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	239,162	13,028	30,514	49,492	70,158
Factories	0	9,700	19,400	43,650	67,900	92,150
Warehouses	0	2,099	41,751	97,415	-10,867	223,372
<b>Total</b>	<b>0</b>	<b>250,961</b>	<b>74,180</b>	<b>171,579</b>	<b>106,526</b>	<b>385,680</b>

### Removal of Leakage (to Non Employment Areas)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	7,166	16,783	27,221	38,587
Factories	0	8,730	17,460	39,285	61,110	82,935
Warehouses	0	1,889	37,576	87,674	-9,780	201,035
<b>Total</b>	<b>0</b>	<b>142,158</b>	<b>62,202</b>	<b>143,741</b>	<b>78,551</b>	<b>322,557</b>

### Allowance for Completions / Relocations

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0	131,539	7,166	16,783	27,221	38,587
Factories	0	29,958	38,688	60,513	82,338	104,163
Warehouses	0	23,117	58,804	108,901	11,448	222,262
<b>Total</b>	<b>0</b>	<b>184,613</b>	<b>104,657</b>	<b>186,196</b>	<b>121,006</b>	<b>365,012</b>

### Conversion to Land Requirement (ha)

Bulk Class	2009	2011	2013	2018	2023	2028
Offices	0.00	44.52	2.43	5.68	9.21	13.06
Factories	0.00	9.42	12.16	19.02	25.88	32.74
Warehouses	0.00	6.36	16.17	29.95	3.15	61.12
<b>Total</b>	<b>0.00</b>	<b>60.29</b>	<b>30.76</b>	<b>54.65</b>	<b>38.24</b>	<b>106.92</b>

# Appendix O – Comparison of Employment Floorspace Demand and Supply: 2009 – 2028

## Employment Floorspace

Demand	Scenario	Offices	Factories	Warehouses	Total
	Baseline	41,107	104,163	109,635	254,904
	Policy On SC1 (4,000 New Dwellings)	39,258	104,163	109,635	253,055
	Policy On SC2 (8,000 New Dwellings)	47,914	104,163	109,635	261,711
	Past Trends	38,587	104,163	222,262	365,012

Committed Supply	40,453	40,453	91,534	172,439
Total Supply (incl Future Sites)	240,768	240,768	224,656	706,192

Difference between Demand & Committed Supply	Baseline	-655	-63,710	-18,101	-82,466
	Policy On SC1 (4,000 New Dwellings)	1,195	-63,710	-18,101	-80,616
	Policy On SC2 (8,000 New Dwellings)	-7,461	-63,710	-18,101	-89,272
	Past Trends	1,866	-63,710	-130,729	-192,573

Difference between Demand & Total Future Supply	Baseline	199,661	136,606	115,021	451,288
	Policy On SC1 (4,000 New Dwellings)	201,510	136,606	115,021	453,137
	Policy On SC2 (8,000 New Dwellings)	192,855	136,606	115,021	444,481
	Past Trends	202,181	136,606	2,393	341,181