

Industrial Policies

Policy I 1

The following needs have to be addressed in Local Plans:

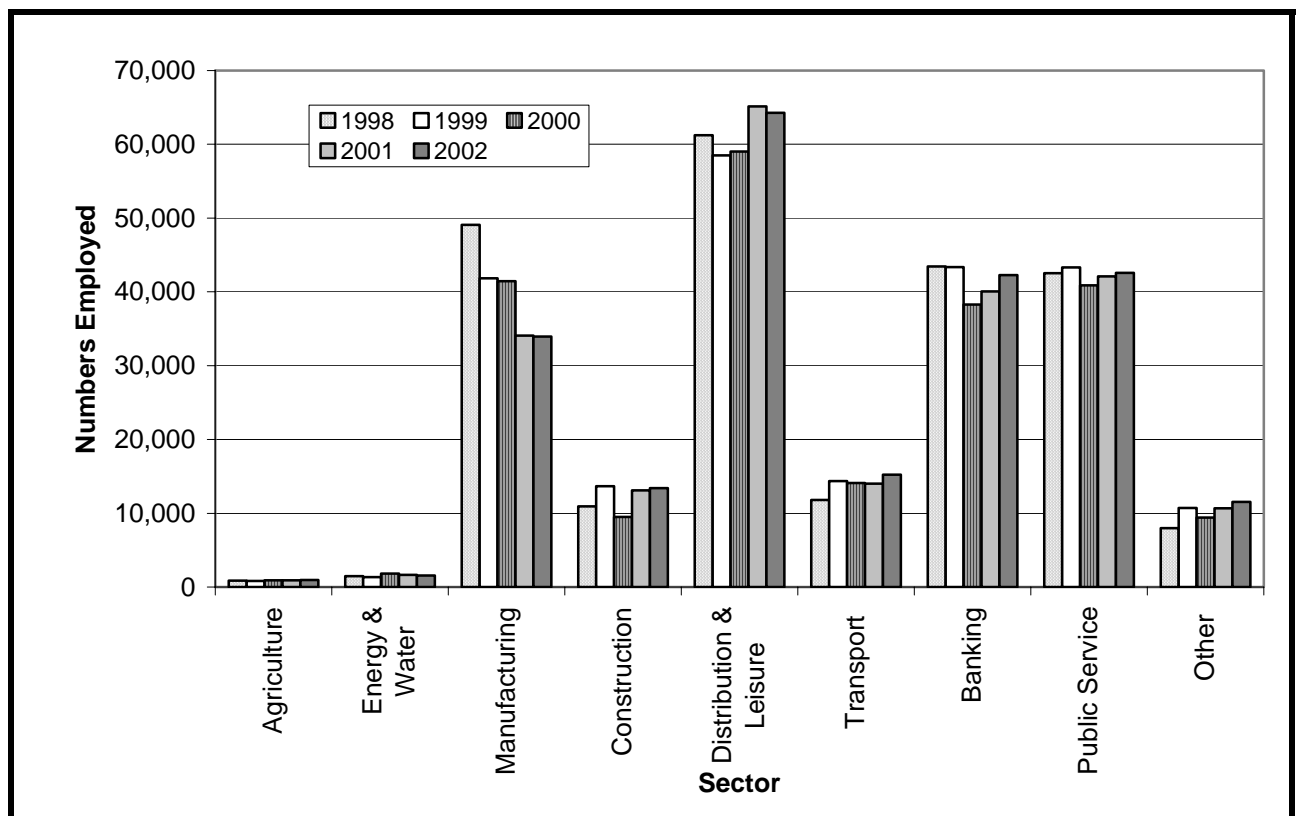
- ◆ Support for local industrial sectors in the face of a projected decrease in largely male employment in manufacturing and mining
- ◆ Accommodating the expansion of the service sector
- ◆ Intensification of the service sector in town centres
- ◆ Halving the 1996 level of unemployment

Employment Sectors

The WASP makes an assumption that male employment in manufacturing and mining will largely decrease and that the WASP will have to accommodate the expansion of the service sector (largely consisting of female and part-time employment).

The Office for National Statistics (ONS) has revised its method of monitoring employment sectors, which means that data from 1998 onwards is no longer comparable with pre-1998 data. *Figure 14* illustrates the continuing decline of the manufacturing sector and a significant growth in particularly the leisure industry. The classifications do not allow a straightforward split between manufacturing and service sectors. For the purpose of this report the service sector is made up of the following categories – Distribution & Leisure; Banking and Public Service.

Figure 14: Employment in Warwickshire by Sector (1998-2002)

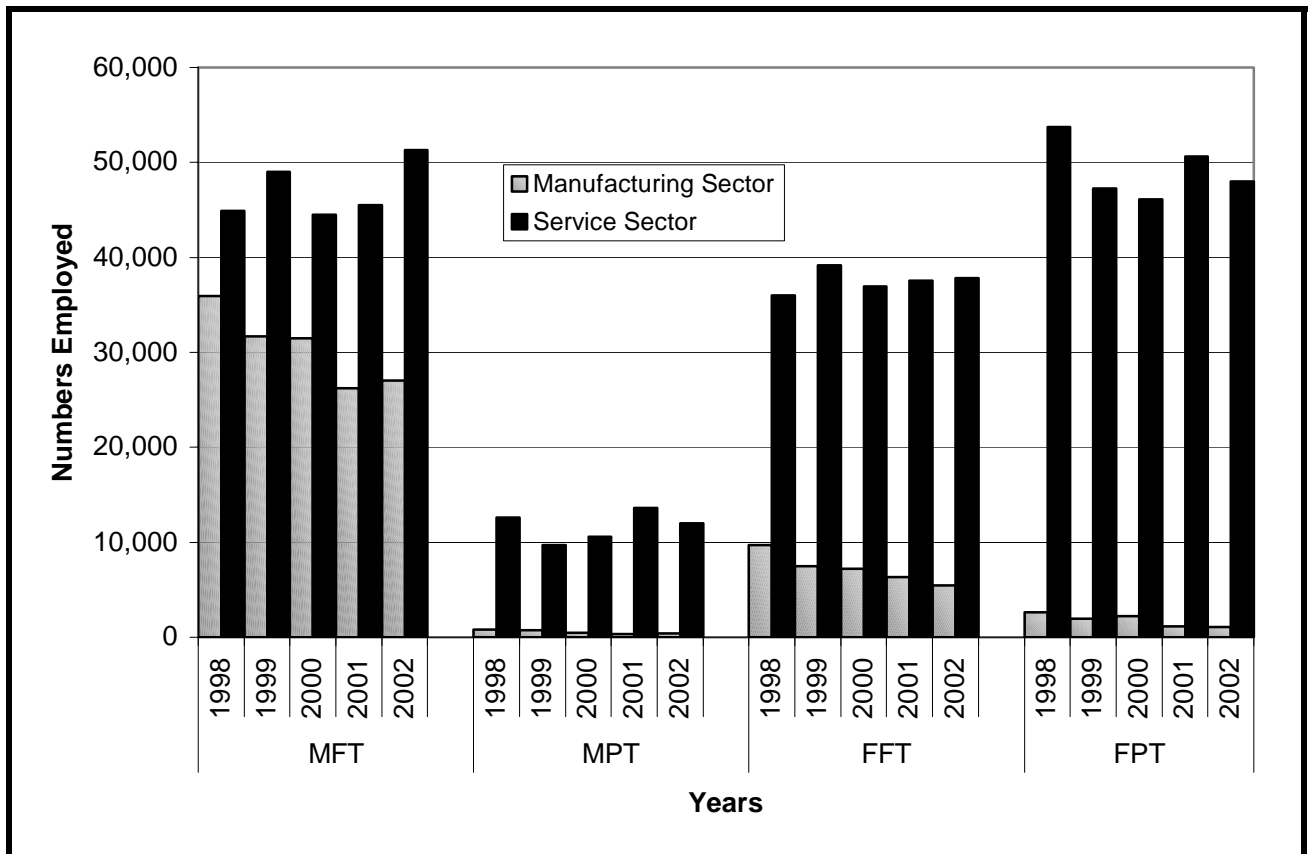


Source: ONS, 2002 (Annual Business Inquiry)

It is unfortunate that changes in ONS definitions do not allow for trend-based analysis from 1996. However, there is a clear downward trend in the manufacturing industry over this 5-year period (*Figure 15*). This differs from last year's monitoring report, where manufacturing appeared to be increasing between 1996 and 1998 - subsequently followed by a period of steady decline.

Employment Change by Sector figures for Warwickshire are shown in *Appendix I*.

Figure 15: Manufacturing & Service Sectors in Warwickshire (1998-2002)



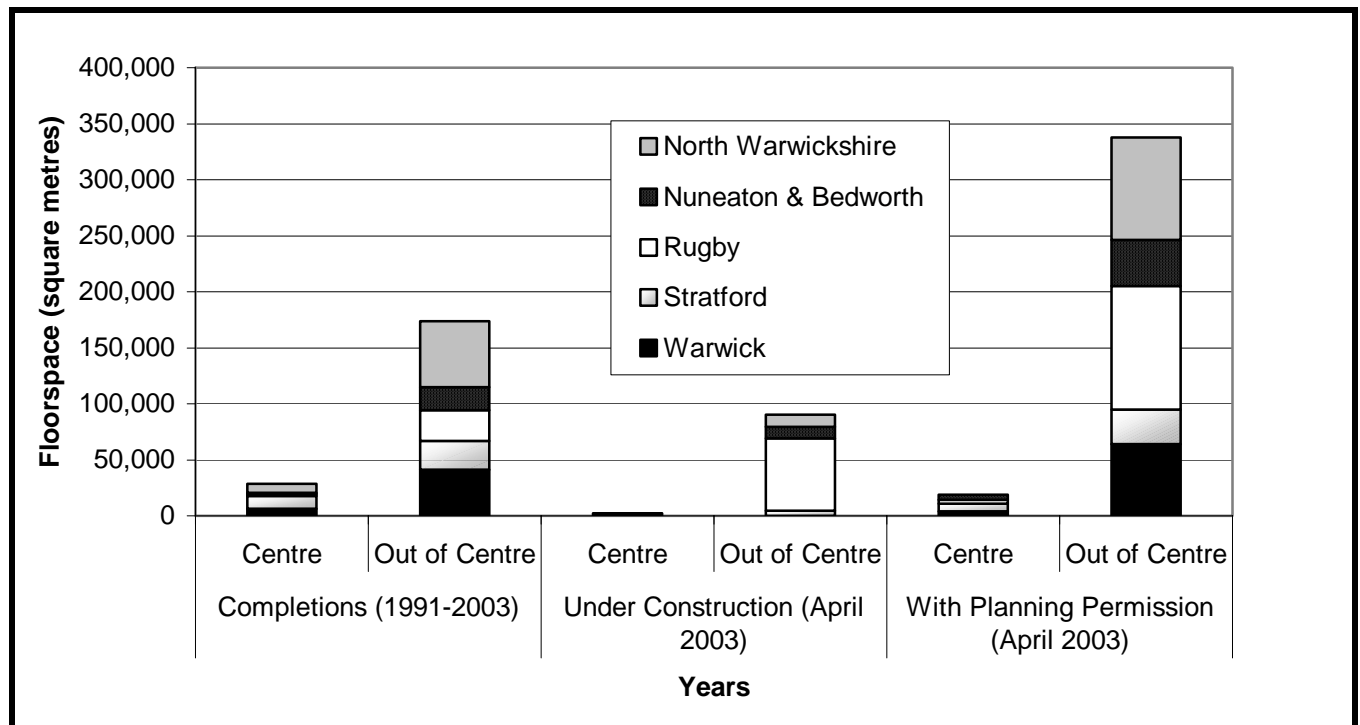
Source: ONS, 2002 (*Annual Business Inquiry*).

Location of Office Development

Policy I1 makes an assumption that an increase in the service sector (e.g. office development) will result in the intensification of development in town centres. The location of office development is also crucial to the effective implementation of Policy TC 1, which promotes town centres as the focus for a balanced mixture of office, retail, entertainment, leisure and residential development.

The monitoring of office developments (*Figure 16*) shows the imbalance between town centre and out of town developments (business parks are included under the out of centre developments), although the small developments that are coming forward within town centres is a very welcome step in the right direction. This information is based on annual monitoring of all new office developments of 500 square metres and above.

Figure 16: Location of Completed and Identified Office Developments in Warwickshire (1991-2003)

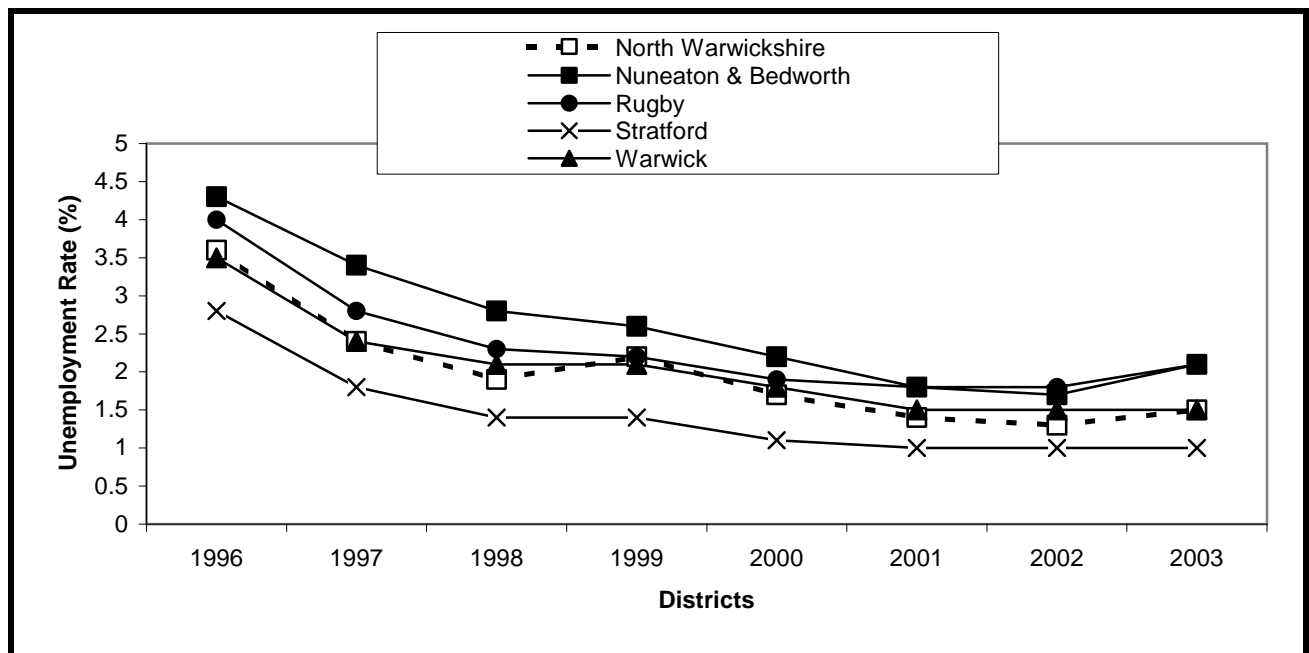


Source: Joint Data Team, 2003

Rugby Borough accounts for a large amount of out of centre office development – this is largely due to the development at Coton Park, which is currently under construction. The other large site is Ansty site, which amounts to 100,000 square metres of available office space with planning permission. However, the constraints surrounding this site are discussed under Policy I6 below.

Unemployment Rate

The unemployment rate in Warwickshire has decreased between 1996 and 2003 from 3.6% to 1.6% (Figure 17). Changes in methodologies used by the Office of National Statistics (ONS) have meant that although there is an overall decrease in the unemployment rate in Warwickshire, the actual rates do not correlate to previous years' monitoring. ONS has replaced its workplace-based estimates (i.e. number of unemployed in proportion to number of jobs) with resident-based estimates. This accounts for a slightly lower rate than in previous years, with a more marked decrease in Nuneaton & Bedworth Borough, because their ratio of numbers of unemployed to numbers of jobs was particularly high. Despite these differences the overall picture is still very similar, with a generally downward trend between 1996 and 2001, but with slight increases over the last couple of years, particularly in the north of the County.

Figure 17: Unemployment Rate (1996-2003)

Source: ONS, 2003

Policy I 2

Provision should be made for the phased release of up to 768 hectares of land for industrial development, to be distributed across a range of site sizes.

Provision should maximise the use of urban previously developed land.

Land has been allocated in the WASP specifically for employment purposes. The figure of 768 hectares of land for employment land development to 2011 was derived from a set of assumptions about the future workforce, projected changes in the economy and density per worker ratios. A figure of 48 jobs per hectare has been adopted for determining the floorspace to be provided in the plan period. This is an average figure, covering all types of employment land (e.g. distribution, manufacturing, offices etc.).

Employment Land Availability

At April 2003, seven years into the current Structure Plan period, 300 hectares of land has been completed - a further 133 hectares is currently under construction. Most of this current activity at April 2003 is based in North Warwickshire Borough - at Birch Coppice, Coleshill Hall Hospital, Highway Point and Hams Hall. Other large areas of activity include Coton Park in Rugby Borough, Gaydon Proving Ground in Stratford District and Tachbrook Park in Warwick District. Two large sites currently with outline planning permission are both situated in Warwick District:

- South West Warwick (24 hectares)
- Stoneleigh Deer Park (20 hectares)

Over the past year (2002-2003) the rate of completions has increased nearly 4-fold, compared to an unusually sluggish completion rate of just 12 hectares between 2000 and 2001. The largest single completion occurred in Rugby Borough at Coton Park (15

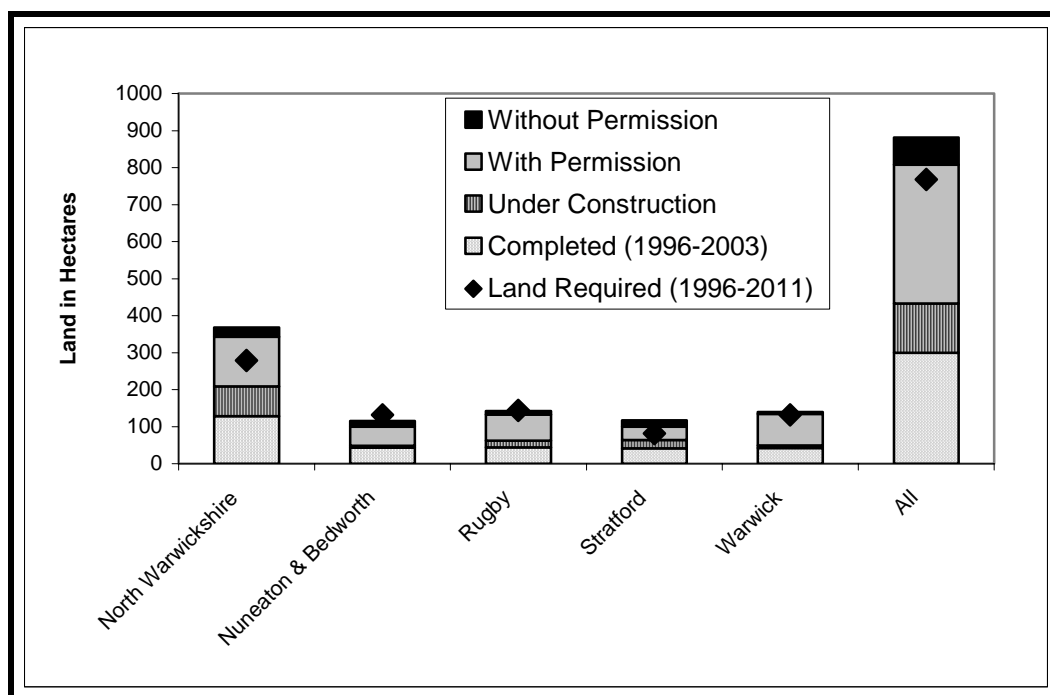
hectares), but Nuneaton & Bedworth also contributed nearly 14 hectares to the county's employment land completions.

Total completions for Warwickshire during 2002-2003 came to 43 hectares. Based on total commitments and completions, Warwickshire currently exceeds the allocated amount of industrial land required for the period 1996-2011 by 114 hectares (*Figure 18*).

North Warwickshire Borough continues to grant permission for more employment land than is allocated through the WASP. However, Stratford District is also exceeding its employment land allocation.

Employment Land Availability by District Council area is shown in *Appendix J*.

Figure 18: Employment Land Availability: Progress towards WASP Allocations (April 2003)



Source: Warwickshire Districts, 2003

Figure 18 shows that the excess supply occurs mainly in North Warwickshire Borough:

- Birch Coppice (99 hectares)
- Hams Hall (143 hectares)
- Baddesley Colliery (41 hectares)
- Highway Point (24 hectares)
- Coleshill Hall Hospital (20 hectares)

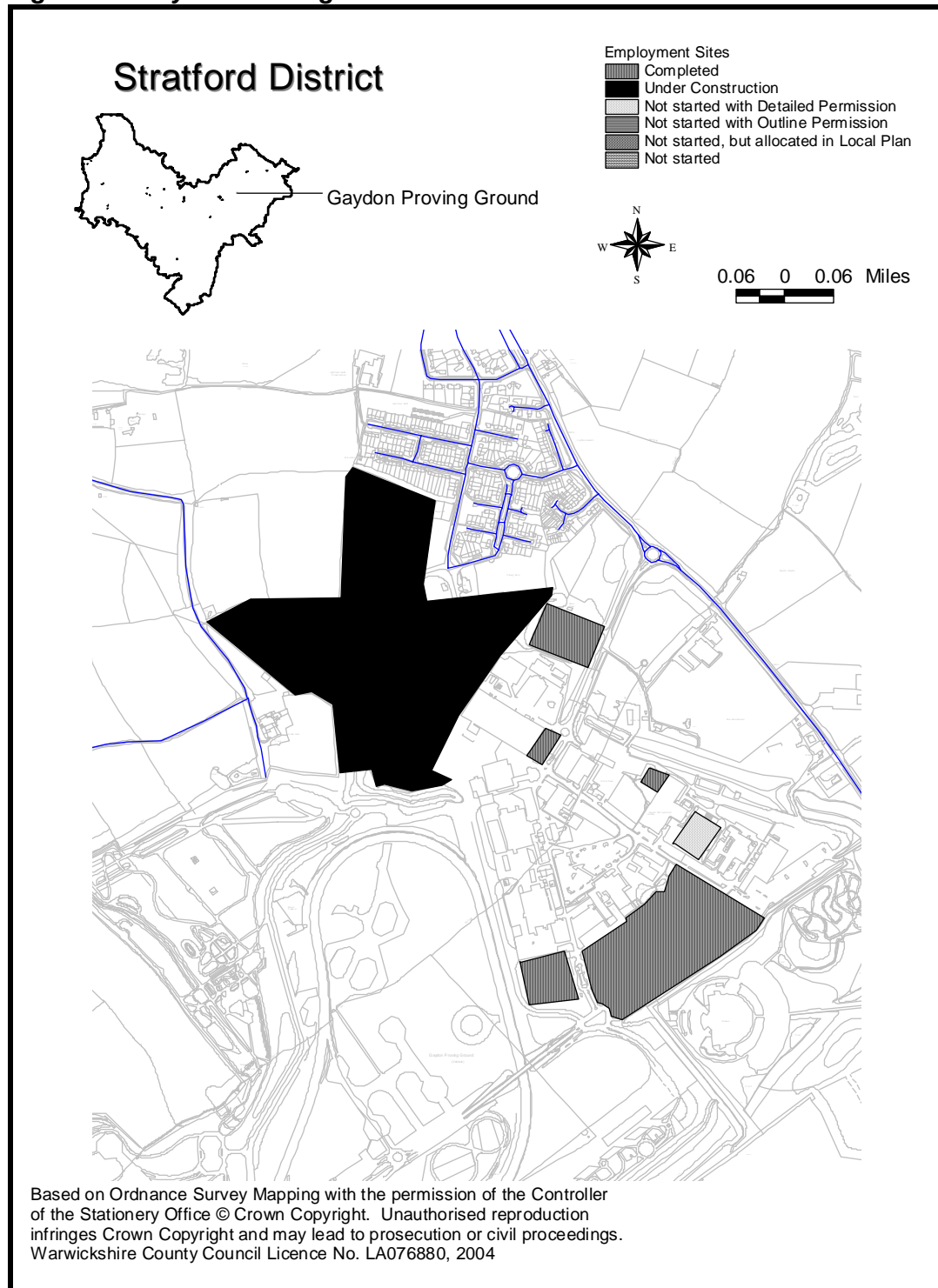
However, over-provision of employment land is also occurring in Stratford District. Although its over-provision is less than North Warwickshire in terms of hectares it is actually a more significant over-provision in terms of WASP indicative targets. It exceeds the amount specified in the WASP by 45%, whereas North Warwickshire's only amounts to 32% of its target. Of course, the sites themselves are smaller, but more numerous – some of the larger sites include:

- Gaydon Proving Ground (29 hectares)
- Ryon Hill (8 hectares)
- Napton Brickworks (7 hectares)

- Dene Park (8 hectares)
- Springfield Nurseries (4 hectares)
- Timothy's Bridge Road Extension (4 hectares)
- M40 Distribution Park (4 hectares)

The most significant amount of development outside the urban area in Stratford District is currently taking place on Gaydon Proving Ground (*Figure 19*).

Figure 19: Gaydon Proving Ground in Stratford District

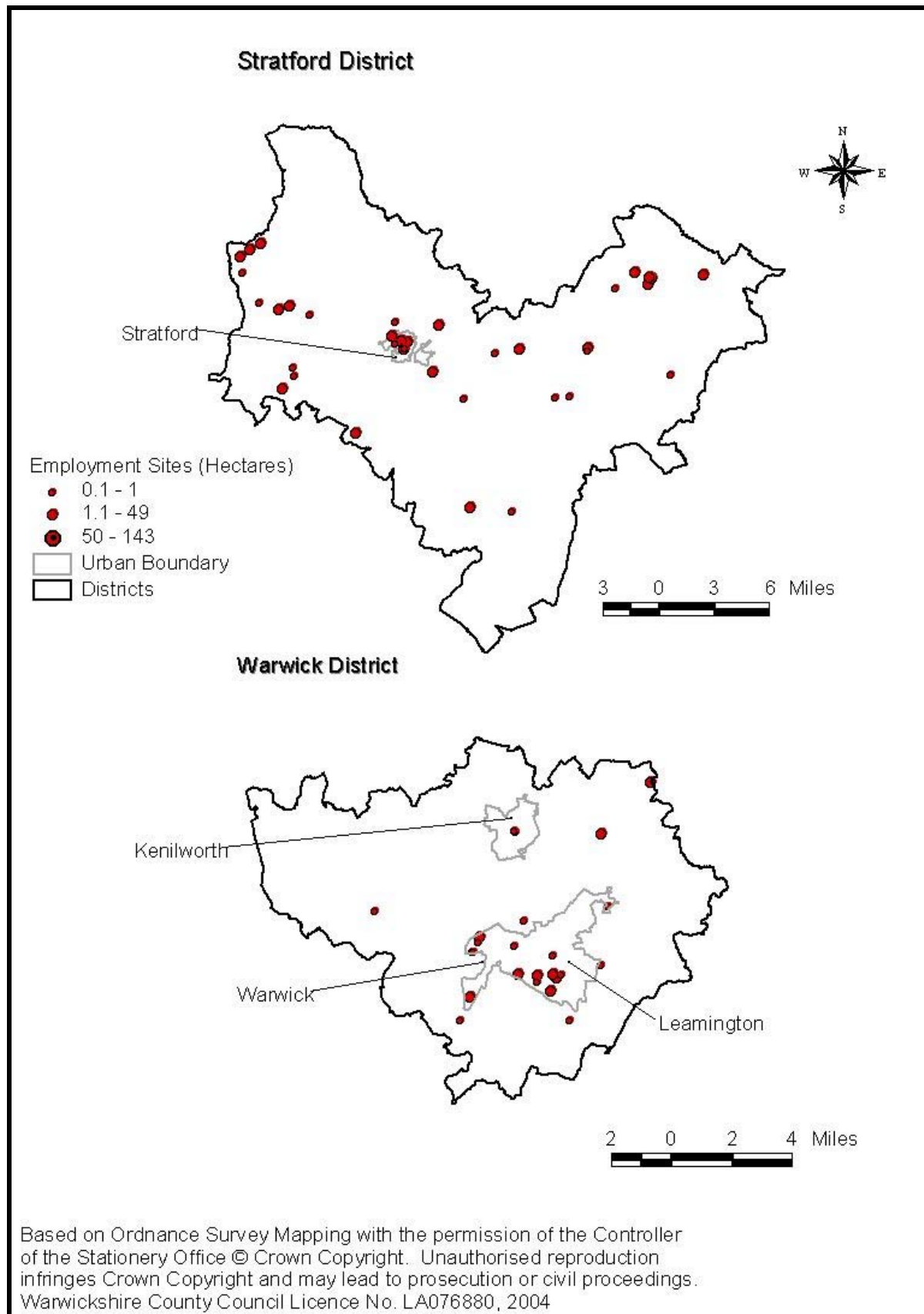


Source: Warwickshire Districts, 2003

As would be expected in a rural district, development is far more dispersed than in more urban environments such as Nuneaton or Warwick and Leamington Spa. *Figure 20* highlights the contrast between employment land development in Warwick District (which is largely concentrated within the urban area of Warwick and Leamington Spa) and Stratford District. The only significant employment land development in Stratford-upon-Avon town is located at the following sites:

- Birmingham Road
- Timothy's Bridge Road
- Arden Street
- Cattle Market
- Regal Road

Figure 20: Compact versus Dispersed Development in Stratford and Warwick Districts



Source: Warwickshire Districts, 2003

Size of Employment Sites

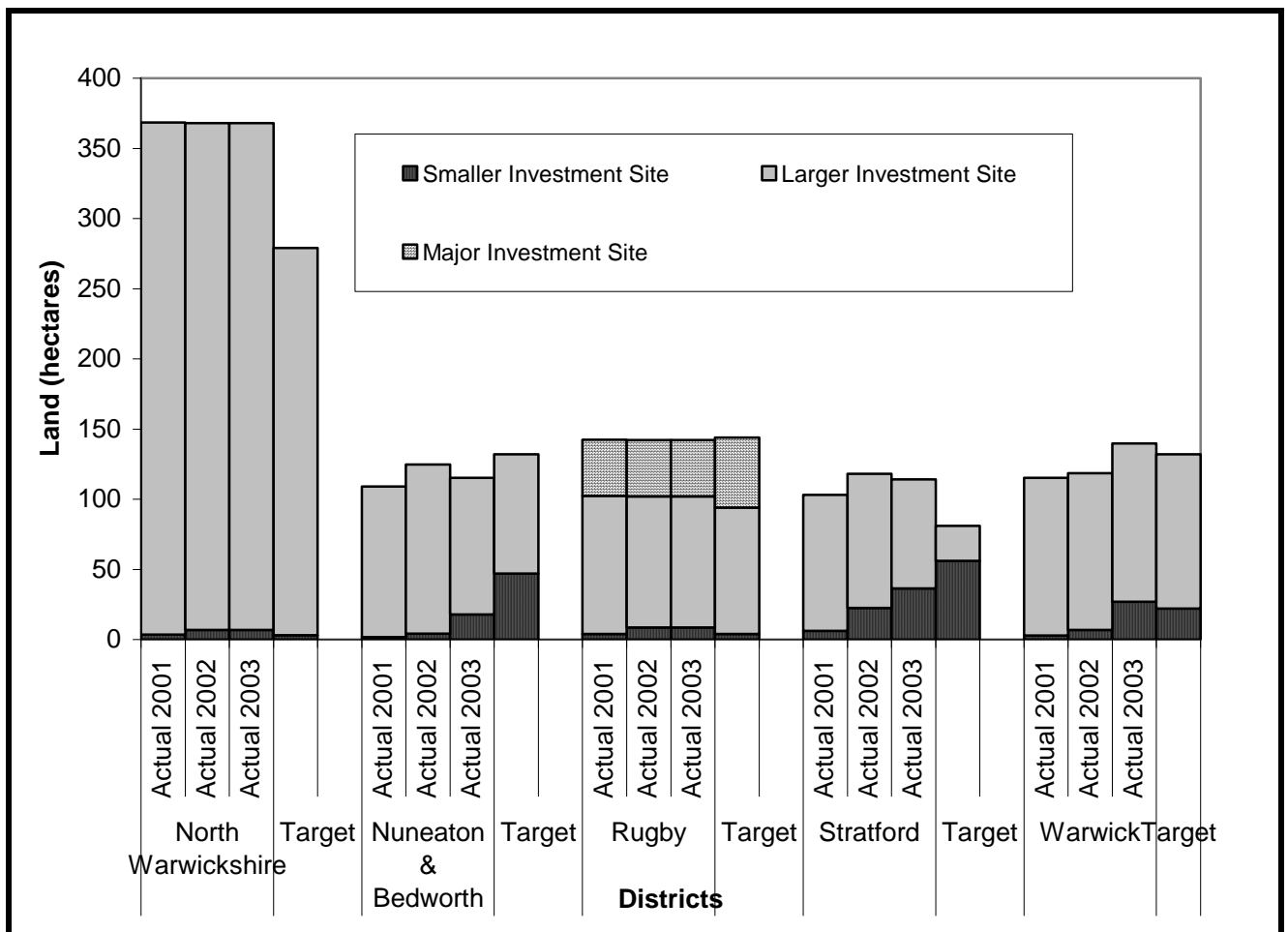
The WASP policies encourage districts to provide sites covering a range of sizes, for example Smaller Investment Sites (SIS) and Larger Investment Sites (LIS). Warwickshire also has one Major Investment Site (MIS) – this is a regional designation, which allows the allocation of a large site to be reserved for a single user. This site is located at Ansty in Rugby Borough. SIS are sites under 1 hectare (they also include larger sites that are capable of being sub-divided) – the remaining sites are all LIS.

North Warwickshire Borough, Nuneaton & Bedworth Borough and Stratford District are all releasing LIS in excess of the amount sought by the WASP (*Figure 21*). All districts appear to have improved in their provision of smaller sites. Monitoring improvements have allowed us to refine our data to include larger sites that are capable of sub-division into our classification of SIS. This provides us with a more accurate picture of current SIS provision at April 2003.

WASP apportioned a range of site sizes according to past trends. It appears that these trends have changed within Stratford District according to demand data received from Warwickshire Investment Partnership. Over a 2-year period (2001-2003) only 25% of enquiries for unit types were for SIS in Stratford District, whereas the WASP recommends that 69% of employment land released ought to be for small investors. Demand in the rest of the County roughly equates to levels desired in the WASP.

The target figure for Major Investment Sites in Rugby is slightly higher than the actual, because Ansty was originally identified in the WASP as a 50 hectare site, whereas the planning application only covered 40 hectares.

Figure 21: Employment Land: Land Released by Size of Site (April 2003)



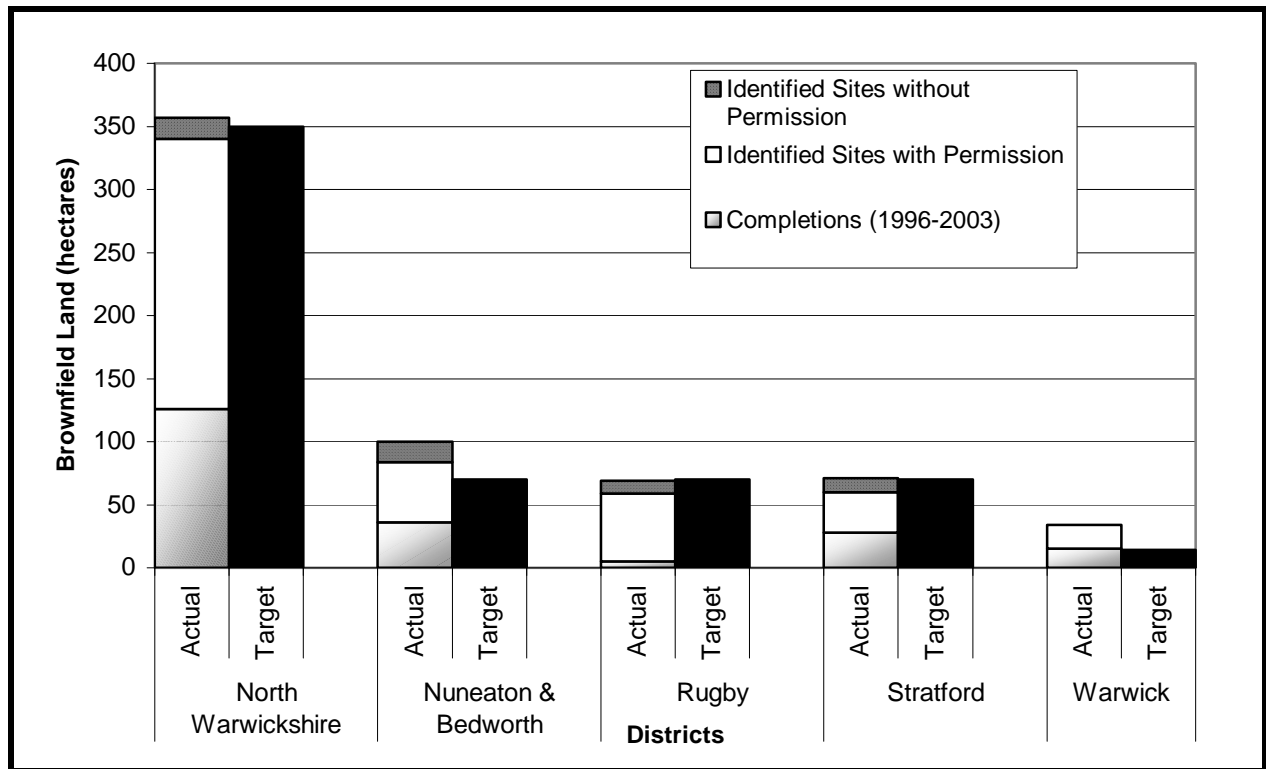
Source: Warwickshire Districts, 2003

Development on Previously Developed Land (PDL)

The WASP encourages employment land to be located on previously developed land for reasons similar to those mentioned under the Housing Policies. It makes provision for 62% of employment land to take place on previously developed land in Warwickshire.

Of the 300 hectares completed between 1996 and 2003, 70% was on previously developed land. This is quite consistent with previous years' figure. *Figure 22* shows how the amount of PDL development (on completed and identified sites) compares against these indicative targets for previously developed land. The targets are expressed in terms of the percentage of development to be concentrated on previously developed land (PDL). For example, the WASP recommends that 95% of North Warwickshire's development is concentrated on PDL. The target is therefore based on current development activity. Within Rugby Borough nearly 20 hectares of completions took place at Valley Park – a greenfield site – with a further 30 hectares being identified on another greenfield site at Coton Park. The reason for the large amount of PDL development in the pipeline is dependent on 40 hectares coming forward on the Ansty site. Policy I6 sets out the problems with developing this site. Generally, though the percentage of development on PDL is very encouraging.

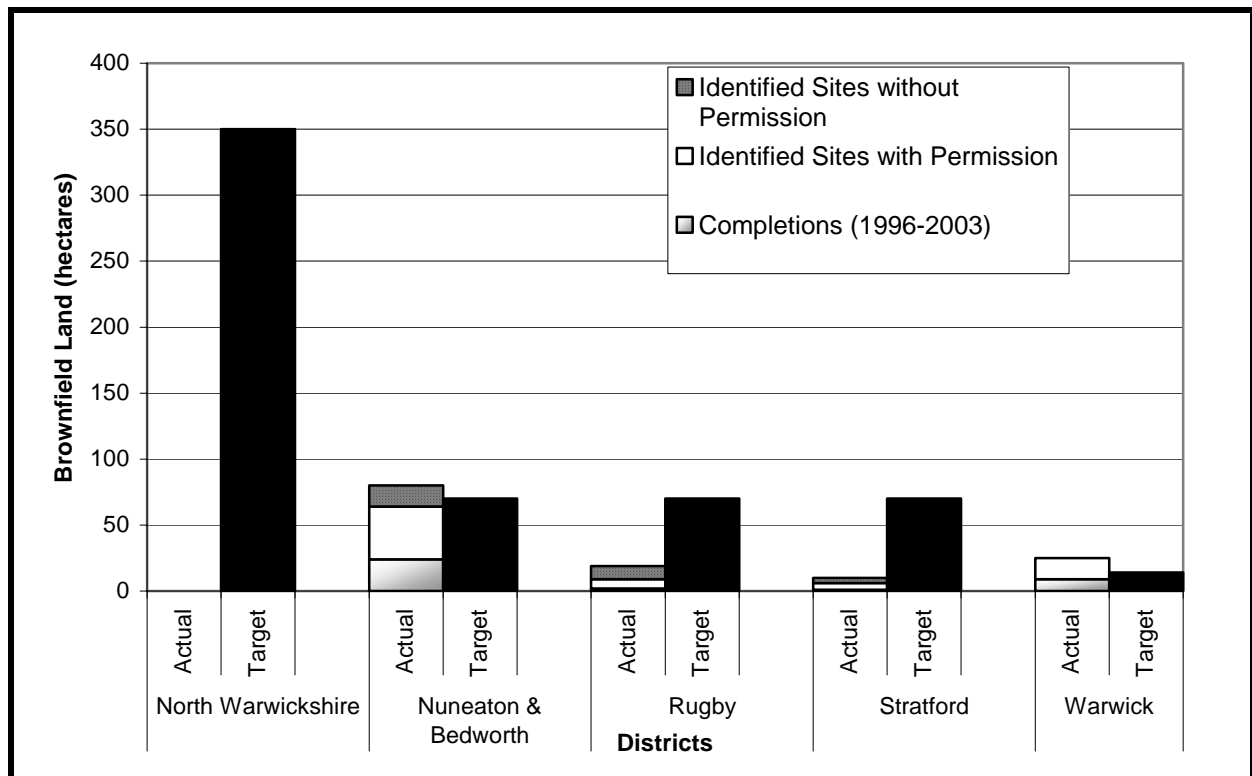
Figure 22: Employment Land: Development on Previously Developed Land (April 2003)



Source: Warwickshire Districts, 2003

However, the picture is very different when we start comparing the amount of PDL development taking place on urban previously developed land as specified in Policy I2 (Figure 23). Although the vast majority of North Warwickshire Borough’s employment land activity is based on PDL, it is not located within the urban area as defined in the WASP i.e. Atherstone or Polesworth/Dordon. Other districts such as Rugby Borough and Stratford District also provide relatively little PDL within the urban area. For Rugby Borough this is largely due to Ansty (which made up a large proportion of their sites identified with planning permission) is situated well beyond the urban area.

Figure 23: Employment Land: Development on Urban Previously Developed Land (April 2003)



Source: Warwickshire Districts, 2003

Policy I 6

A site should be reserved for the possible development of a large industrial project known as a Major Investment Site (MIS), which would be of major benefit to the Regional economy. A site of 50 hectares can be identified at Ansty in Rugby Borough.

The site at Ansty in Rugby Borough has been identified as a Major Investment Site (MIS), which ensures that it will be developed by a single user. The site is owned by Advantage West Midlands (AWM) and was earmarked as a relocation site for Marconi. Matters have come to a standstill amidst turmoil in the telecommunications industry. At this stage, it is uncertain how matters are going to progress. Outline permission for 40 hectares has been granted for a Premium Employment Site (PES).