

Economic Assessment and Employment Land Study

Shrewsbury and Atcham Borough Council

Brief

The study entailed an investigation into the supply and demand for employment land in the Borough of Shrewsbury & Atcham in Shropshire through to 2021 to feed into the Local Development Framework.



Activities

- Statistical analysis of planning completions data and economic growth forecasts
- Site surveys to understand amount and quality of land
- Consultation with Shropshire County Council, Advantage West Midlands and local and regional property agents, developers and investors
- Understanding of historic trends and future business forecasts
- A series of targeted consultations with key local employers
- Analysis of commercial property supply and demand conditions
- Stakeholders' workshop to discuss initial findings

Outcome

Forecasts suggest that the Borough needs a further 34 hectares to provide range and choice until 2021.

Only one site was recommended for de-allocation. Most of the land is well suited to modern business needs. A balanced portfolio of new sites was recommended, mainly around Shrewsbury. Extensions to key, successful industrial estates in rural areas was also suggested.

The Council need to reinforce planning policies on rural employment quasi-retail and health sectors and town centre office redevelopment.

Greater lobbying of Advantage West Midlands, and extending the M54 Technology Corridor to Shrewsbury, also suggested to increase inward investment into the Borough.

