Whitchurch and Ganarew Parish Neighbourhood Plan

ECONOMIC DEVELOPMENT

Economic Development sets out the key information regarding working and shopping, and examines existing employment land within the Neighbourhood Plan Area.

About our Parish;

Whitchurch and Ganarew lies within the Electoral Ward of Kerne Bridge. Included in the Parish are the settlements of Symonds Yat West, Great Doward, Little Doward, Crockers Ash and Lewstone.

The substantial residential block lies at the Centre of the village Whitchurch categorised aptly as "village life" by the ONS, and surrounds the junction of the road leading north to the settlements of LLangarron and LLangrove, the old A40 Route through the village running North South, with the A40 Dual carriage way running the length of the Parish leading North to Ross-on-Wye (6 miles) and South to Monmouth (4 miles). At this junction and population centre there have been, over the years, various services and facilities, including manufacturing, and these enterprises have gradually migrated ever closer to the point of access.

To the south of the parish, at the head of the valley at the settlement cluster of Ganarew, there are several businesses including a specialist Nursing Home and a substantial business park located within a former country house and ancillary buildings. The location gives excellent access to both Herefordshire and Monmouthshire,

At the northern end of the parish there is a cross roads linking the A40 with the A4137 heading north west to the county City of Hereford and the B4229 heading East to Goodrich and the Forest of Dean. This is location of the Forge where the Mortar "Roaring Meg" was cast for the siege of Goodrich Castle. More recently, several businesses have, taken advantage of the excellent access to the markets travelling on the dual carriage way, both servicing them and promoting themselves to them. There is a substantial Steel manufacturer and stockholder, a car sales and service garage and a glass house production facility covering several acres.

Bordering the south of the parish is the River Wye, at the point where the slopes of the Great Doward meet the river and its flood plain, is the settlement of Symonds Yat. Just as the businesses have clustered around the road junctions, the settlement squeezes its houses onto the hillside as close to where the river and railway brought the trade though the gorge. There are two Pubs, a hotel and various holiday lets, along with houses now taken as holiday homes.

Leading South from Symonds Yat there is substantial woodlands before the Campsite and activity provider operated by Gloucestershire CC. Heading back North along the river from the Rapids, there are several activity providers, principally Canoeing, and located around what was once the Public Wharf and extending to the Parish church of St Dubricius there are a substantial collection or businesses serving visitors to the River, as well as a residential care home. There is a large privately owned 24 hour charged Car Park open for public use, Camping and Caravan park, and bordering this alongside the B4164 is the Martins Grove Industrial estate. Moving back towards the dual carriage way there is the Jubilee Park, Old court Hotel and the School with the Fire Station. The B4164 and Leisure Park represent one of the key access points to the river and gorge for all activities within the AONB.

Straddling the dual carriage way in the centre of the village are two petrol stations with ancillary services and shops with the Stoney Hills Industrial Estate to the south side of the A40.

Between these different business communities lies small holdings, woodland and larger farms, and many small businesses operating from the homes within the Parish and many more working from home for outside agencies.

Kerne Bridge Ward is categorised by the Office of National Statistics as Accessible Countryside

The Ward is divided into four output areas by the Office of National Statistics, these are listed with the postcodes which correspond to W&G Parish boundary;

Kerne Bridge output area E00070849 is categorised by the Office of National Statistics as being within a **hamlet or isolated settlement in inhabited countryside.** The typical demographics of the area are categorised as **Countryside: Accessible countryside**

Postcodes covered by Kerne Bridge E00070849

HR9 6DH
HR9 6DR
HR9 6DS
HR9 6DT
HR9 6DU
NP25 3SR
NP25 3SS
NP25 3ST
NP25 3SU
NP25 3SX

Kerne Bridge output area E00070848 is categorised by the Office of National Statistics as being within a **village surrounded by inhabited countryside.**

The typical demographics of the area are categorised as **Countryside: Village Life**.

Postcodes covered by Kerne Bridge E00070848

HR9 6BT
HR9 6BU
HR9 6DB
HR9 6DD
HR9 6DE
HR9 6DG
HR9 6DQ
HR9 6EG
HR9 6EH
HR9 6EQ

Kerne Bridge output area E00070847 is categorised by the Office of National Statistics as being within **a village surrounded by inhabited countryside**. The typical demographics of the area are categorised as **Countryside: Accessible countryside**.

Postcodes covered by Kerne Bridge E00070847

HR9 6BP
HR9 6DA
HR9 6DJ
HR9 6DL
HR9 6DN
HR9 6DW
HR9 6DZ
HR9 6EA
HR9 6ED

Kerne Bridge output area E00070846 is categorised by the Office of National Statistics as being within a **village surrounded by inhabited countryside**. The typical demographics of the area are categorised as **Countryside: Accessible countryside**

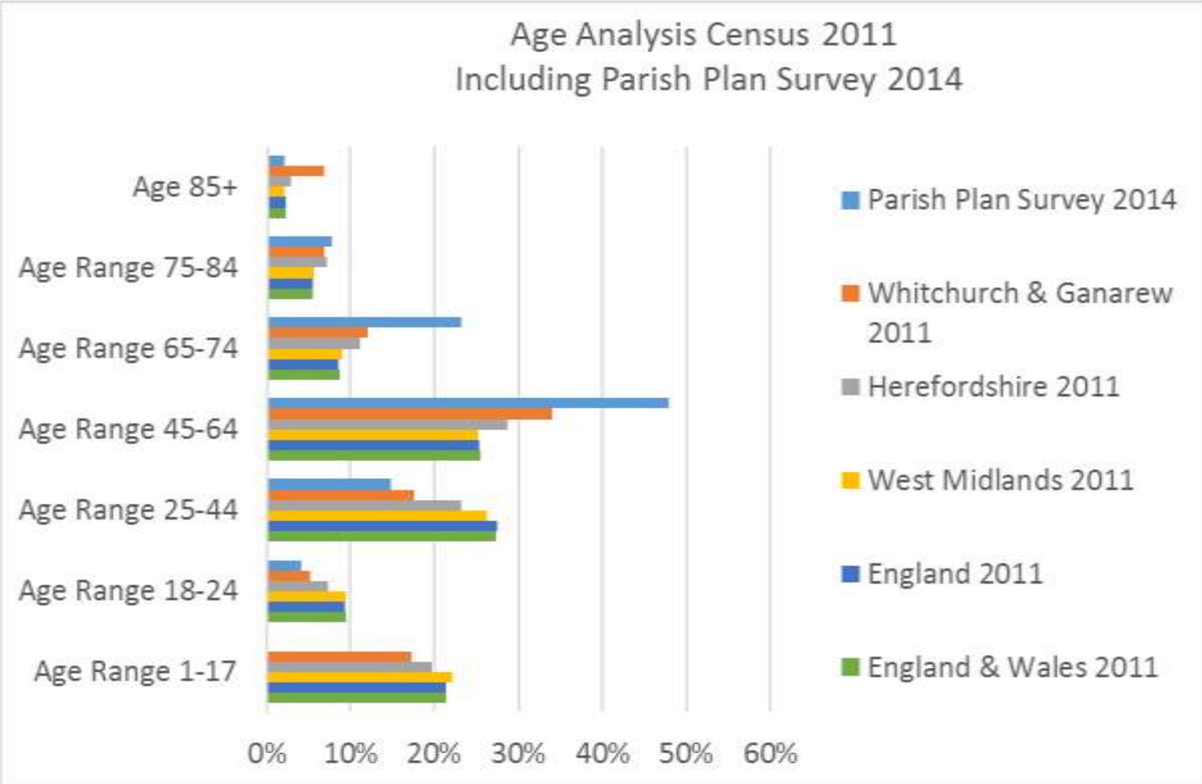
Postcodes covered by Kerne Bridge E00070846

HR9 6BJ
HR9 6BL
HR9 6BN
HR9 6BW
HR9 6BZ
HR9 6DF
HR9 6DX
HR9 6DY

ECONOMIC ACTIVITY;

The charts below show comparisons of data taken from the survey conducted for the Parish Plan in 2014, and the four output areas of the 2011 census, shown above, covering the Parish. These are compared against the census data from the 2011 for Herefordshire, West Midlands, England, and England and Wales. The totals from the various data inputs have been converted to percentages for comparison. There are some data omissions from the Parish Plan survey on some sections and charts as the relative data was not canvassed.

Demography is destiny?



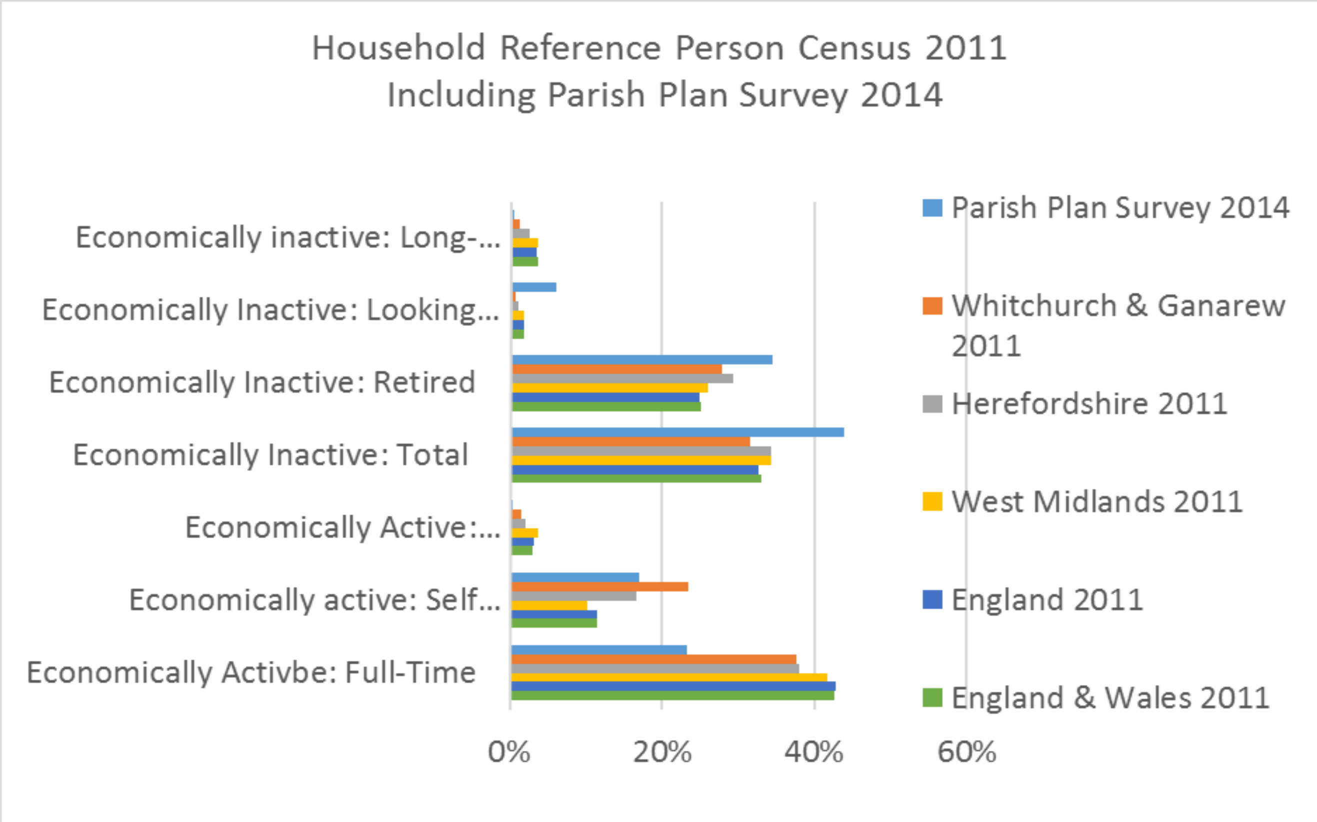
Most noticeable in the age analysis of the parish is that there is a significant imbalance between our parish and the “norm”, with fewer people under the age of 45, and a considerably greater proportion between the ages of 45-74. This could be attributed to the aging population remaining in the parish beyond the what might be expected in other regions, so not releasing housing, but as there is a bulge in representation of 45-64 year olds the conclusion might be that only people who are more economically established are able to afford to live in Whitchurch and Ganarew. If it is desirable to establish a more normal age structure within the population, then the Parish must encourage local employment opportunities, as more housing without employment is just as likely to be taken by the same demographic profile as already exists.

Economic growth from of an ageing population is difficult, they tend to be resistant to change, spending less and preserving their assets, this applies also to businesses which over a period of time reduce their rate and level of investment.

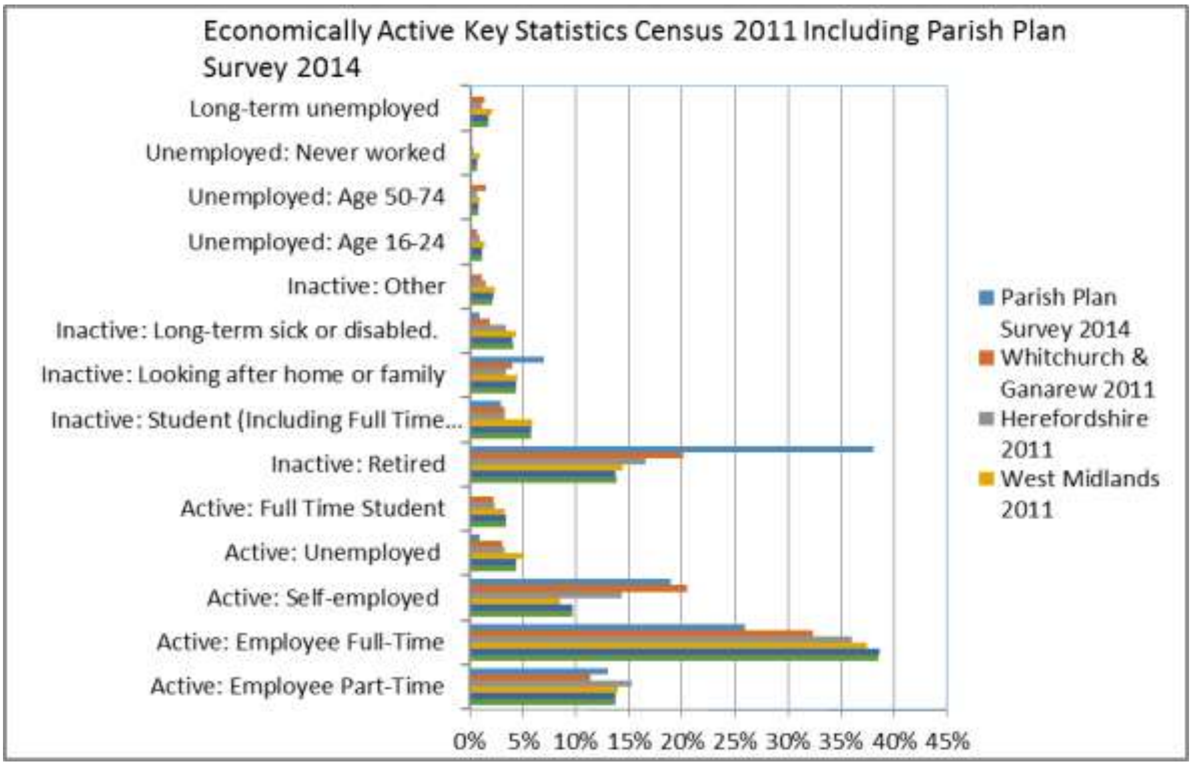
The chart below analyses household economic activity.

At the top of the chart it can be seen that long term sick and disabled are lower in comparison, and that those economically inactive persons at home looking after home and family are a significantly larger group than in other areas, this may reflect afluence within the parsih, or cultural preference. The proportion of economically inactive retired persons has grown rapidly within the Parish, and is now some 20% greater than what might be expected. The total economically inactive is significantly above the normal.

Those that are economically active but unemployed are less than might be expected, and those that are self employed are in greater numbers than in the general population, but in line with the county expectation. The number of full time economically active is significantly below that shown elsewhere, and the trend looking across the whole chart is that mirrorred in the age analysis showing a greater proportion of retired people living in the Parish.

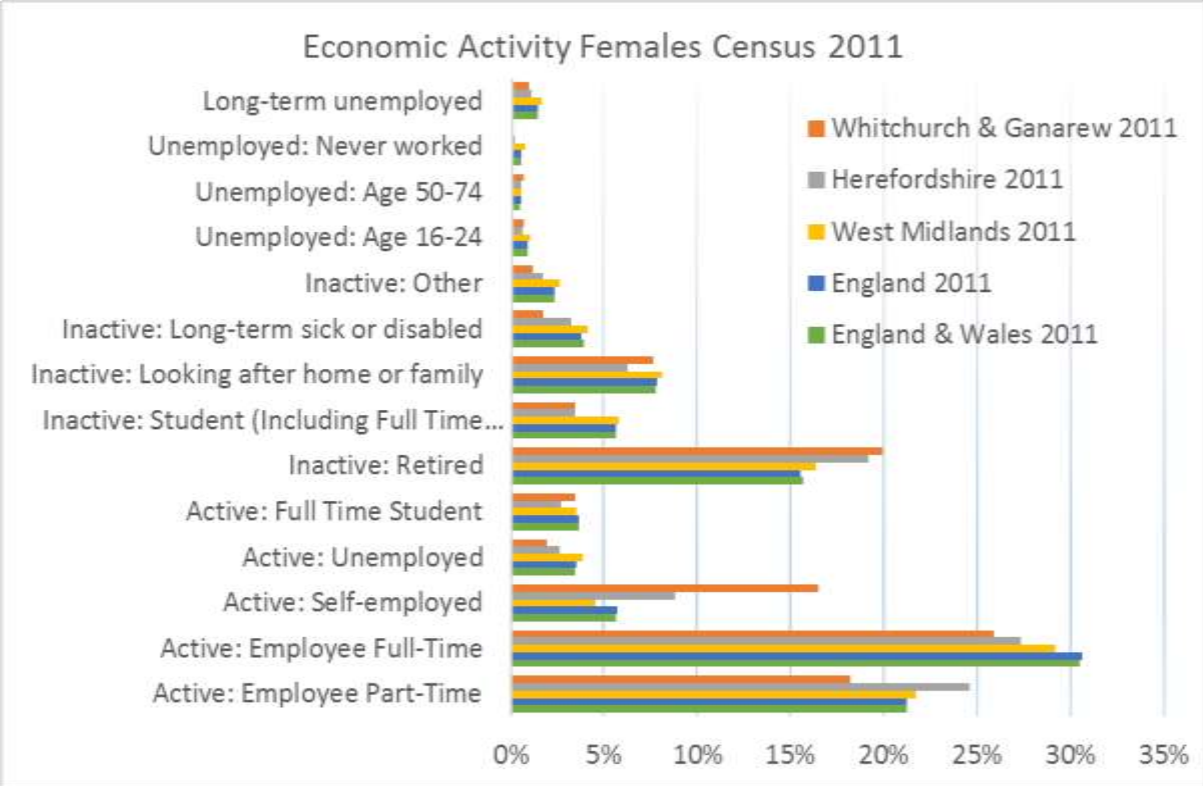


These observations are all so shown to be true in the chart analysing the econmically active shown below, in particular it illustrates that that both the number of persons self employed and the number of persons retired well exceed local and national averages, with the percentage of full time employees is well below that shown else where.



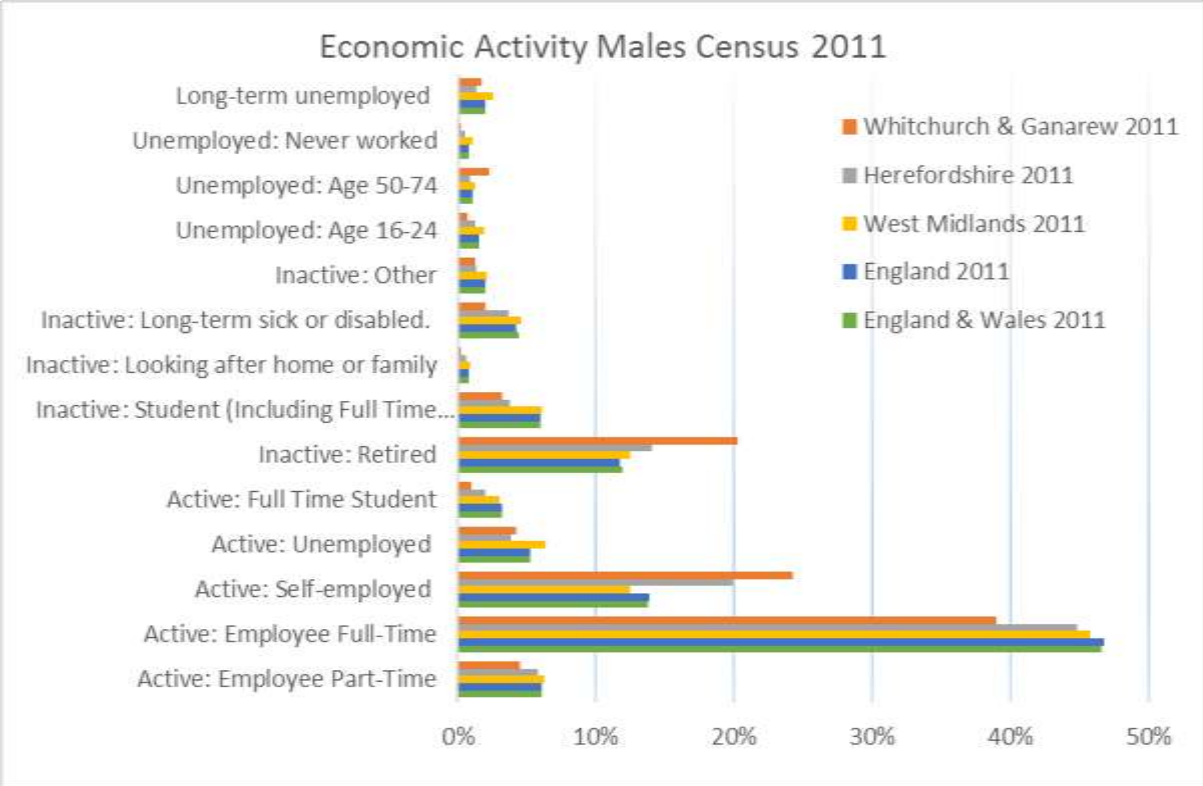
Female economic activity.

Charted below the stand out feature is the number of economically active self-employed with a recent fall in part time and full time employment. Again, a greater number of economically active retired.



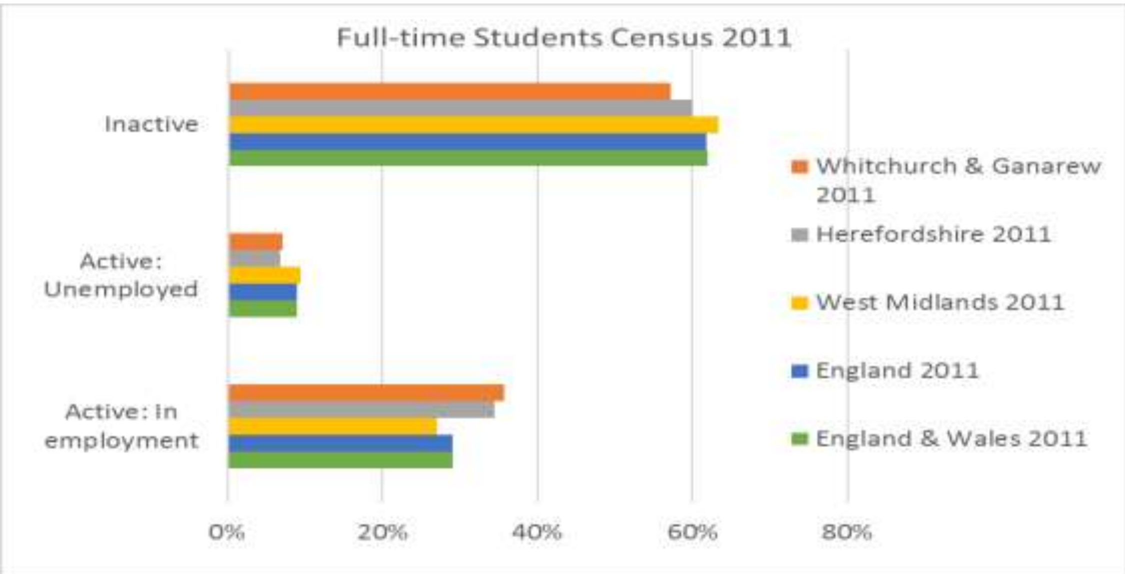
Economic activity Males

As with female economic activity, the stand out feature is the number of economically active self-employed with a recent fall in part time and full time employment. Again, a greater number of economically active retired.



Full time student activity

What is noticed below is that those that are economically active in employment are above the average within the parish.



About us within Kerne Bridge Ward

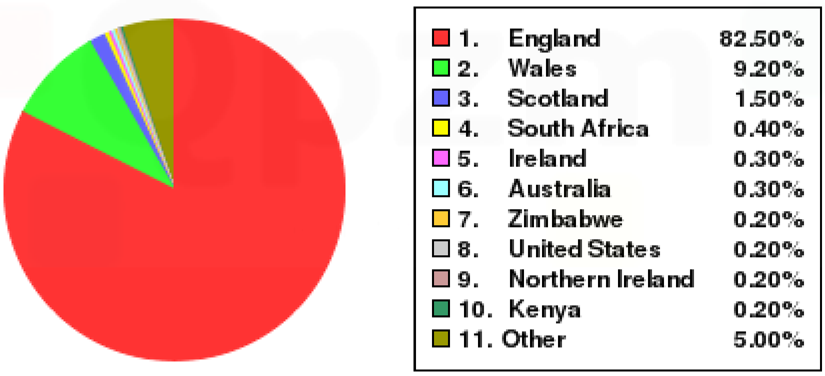
SOURCE; LOCALSTATS.CO.UK

Kerne Bridge is a ward in Herefordshire of West Midlands, England and includes areas of Ganarew.

In the 2011 census the population of Kerne Bridge was 3,205 and is made up of approximately 50% females and 50% males.

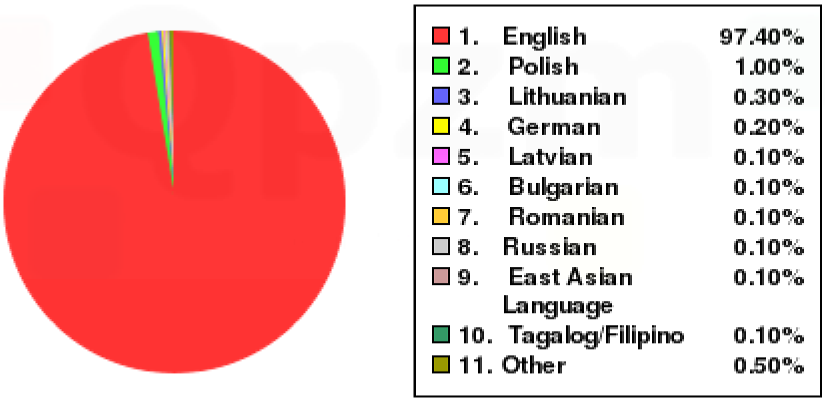
The average age of people in Kerne Bridge is 47, while the median age is higher at 50.

82.5% of people living in Kerne Bridge were born in England. Other top answers for country of birth were 9.2% Wales, 1.5% Scotland, 0.4% South Africa, 0.3% Ireland, 0.3% Australia, 0.2% Zimbabwe, 0.2% United States, 0.2% Northern Ireland, 0.2%



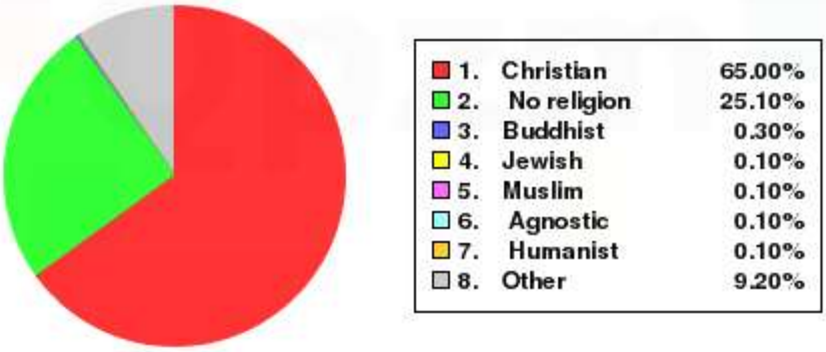
Kenya.

97.4% of people living in Kerne Bridge speak English. The other top languages spoken are 1.0% Polish, 0.3% Lithuanian, 0.2% German, 0.1% Latvian, 0.1% Bulgarian, 0.1% Romanian, 0.1% Russian, 0.1% East Asian Language, 0.1% Tagalog/Filipino.



The religious make up of Kerne Bridge is 65.0% Christian, 25.1% No religion, 0.3% Buddhist, 0.1% Jewish, 0.1% Muslim, 0.1% Agnostic, 0.1% Humanist.

273 people did not state a religion. 7 people identified as a Jedi Knight.



59.2% of people are married, 8.4% cohabit with a member of the opposite sex, 0.5% live with a partner of the same sex, 17.1% are single and have never married or been in a registered same sex partnership, 6.4% are separated or divorced. There are 132 widowed people living in Kerne Bridge.

The top occupations listed by people in Kerne Bridge are managers, directors and senior officials 19.1%, Professional 18.0%, Skilled trades 13.8%, Associate professional and technical 12.9%, Corporate managers and directors 10.0%, Other managers and proprietors 9.2%, Caring, Leisure and other service 9.0%, Elementary 8.3%, Administrative and secretarial 7.9%, Caring personal service 6.9%.

Business activity within the Parish

There are 129 business rated properties within the parish with a rateable value in the region of £1,243,000, which is approximately double that of the residential properties, with the majority of non-agricultural business premises are situated within the category of Accessible countryside.

The map below shows the location and nature of business activity within the parish divided into activities shown in black in the table below. These categories are the same as those included in the Neighbourhood plan questionnaire. The blue descriptions are taken from the GIS mapping designations for rateable properties, and are allocated as shown in the table.

Visitor attraction or activity provider. Amusements/Bingo Hall/Cinema/Conference/Theatre/Indoor/Outdoor Leisure/Sporting Activity Centre

Visitor accommodation provider. Accommodation/Short term Let/Campsites/Hotel/Motel

Agriculture or horticulture. Equestrian

Industry and/or manufacturing. Factory/Workshop/Light Industrial

Licensed premises. Public House/Bar/Nightclub

Provision of services. Car Parking/Park and Ride Site/Dentist/fire Station/General Storage land/Nursery/Crèche/Primary Junior Infants or middle school/Public /Village Hall/Other Community Facility/Public Conveniences

Catering. Restaurant/Cafeteria

Retail activity. Shop/Showroom

Transport and distribution. Petrol Filling Station/Warehouse/Store/Storage Depot

Information Technology. Office and Work Studios/Telecommunication

Community or home care. Care/Nursing home

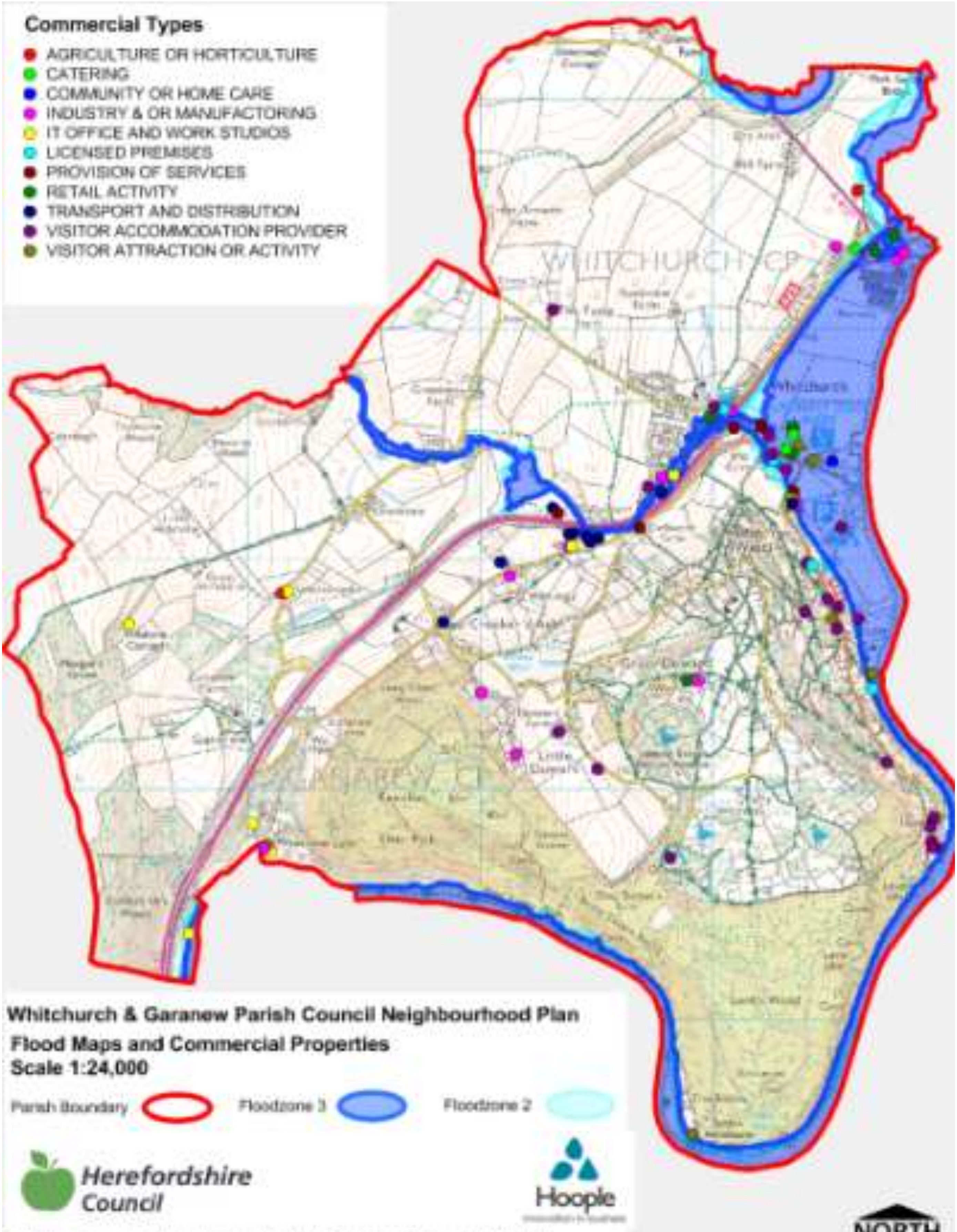
Other types of employment: Medical research Laboratory

These categorisations do throw up some anomaly's, such as showing the two Spa shops as part of the two Petrol Stations to the North and South of the A40 as Transport and Distribution as opposed to Retail activity. It should also be considered that this is a changing picture, and that community consultation will highlight inaccuracies going forward to the final evidence.

Below is a table showing the number of different business use of rateable properties.

AGRICULTURE OR HORTICULTURE	2
CATERING	6
COMMUNITY OR HOME CARE	1
INDUSTRY AND/OR MANUFACTORING	15
IT OFFICE AND WORK STUDIOS	30
LICENSED PREMISES	4
OTHER TYPES OF EMPLOYMENT	1
PROVISION OF SERVICES	10
RETAIL ACTIVITY	9
TRAMSPORT AND DISTRIBUTION	16
VISITOR ACCOMMODATION PROVIDER	29
VISITOR ATTRACTION OR ACTIVITY PROVIDER	6

This does not represent the entire business activity of the Parish, as it does not include businesses that operate from home premises, or people who work from home, who are employed or self-employed.


Commercial Types
AGRICULTURE OR HORTICULTURE
CATERING
COMMUNITY OR HOME CARE
INDUSTRY & OR MANUFACTORING
IT OFFICE AND WORK STUDIOS
LICENSED PREMISES
PROVISION OF SERVICES
RETAIL ACTIVITY
TRANSPORT AND DISTRIBUTION
VISITOR ACCOMMODATION PROVIDER
VISITOR ATTRACTION OR ACTIVITY
WHITCHURCH CP
Whitchurch & Garanew Parish Council Neighbourhood Plan
Flood Maps and Commercial Properties
Scale 1:24,000
Parish Boundary
Floodzone 3
Floodzone 2
Herefordshire Council
Hoople
NORTH

Within the parish there is substantial flood risk, and those business properties and activities that are at risk are shown above. There are 37 business premises that are at risk, and possibly more that would be effected, 29% of the total stock.

In the introduction we covered some of the reasons why these businesses had taken these locations. Over many years these premises have flooded from time to time. The question has to be asked how these businesses have survived, bearing in mind that they exist to profit? The answer is that flooding is not necessarily economically ruinous to business. Some are seasonal, some are by their nature physically resilient to ingress of water, not all provide living accommodation on the premises, and most if not all businesses who have experienced flooding will have a plan to survive it.

What is of note is that if the visitor dependent or beneficiaries of visitor activity are grouped together. I.E.

CATERING	6
LICENSED PREMISES	4
RETAIL ACTIVITY	9
VISITOR ACCOMMODATION PROVIDER	29
VISITOR ATTRACTION OR ACTIVITY PROVIDER	6
	54

Then a portfolio of 42% of business premises activity is directly related to visitor numbers.

Retail within the parish

Including the two Spa shops at the Petrol Stations there are 11 retail operations trading. Some are associated with online operations or wholesaling, some with the provision of added attraction and service to visitors directly. The most significant retailers for the benefit of the community are the three convenience stores comprising Woods of Whitchurch, The Spa at Daf y Nant Filling Station, and the Spa at the Lucky Star Filling Station. None of these shops trade exclusively as stores, and none of them trade exclusively with parish residents, seeking to trade with customers passing through the village, or staying in it. All of these stores have diversified their offer, or are seeking to do so.

The following is from the House of commons library BRIEFING PAPER Number 06186, 2 October 2015 The retail industry: statistics and policy.

Summary

The retail sector involves spending by consumers in shops and online. Supporting the retail sector, the wholesale sector involves those businesses that supply shops.

In 2014, consumers in the UK spent around £378 billion.

For every £1 spent in the retail sector (online and in shops),

- 42p was spent in food stores,
- 41p was spent in non-food stores and
- 11p on automotive fuel.
- The remainder was spent in other types of retailers, such as market stores or mail order catalogues.

The sector has come under pressure in recent years in a number of ways, including from the growth and evolution of supermarkets, online retailing and the recent recession.

This note sets out the key data on the retail sector in the UK, explores recent trends and outlines Government policy in this area.

The Portas Review of the High Street was published in December 2011 and made a number of recommendations across a range of policy areas including planning, transport, and local government finance. In February 2012 the Government announced a competition for areas to be "Portas Pilots" to test some of the recommendations. 27 towns were chosen act as Portas Pilots.

The Parish does not have the population to purchase in the ratios shown in the report, and it would be no surprise if the total purchases of fuel from the two Service stations equalled or exceeded the amount spent in the convenience and non-food stores combined.

Employment Land

Herefordshire Council commissioned The Employment Land Study 2012 The overall aim of the study, can be summarised as:

"To consider the economic opportunities and threats to Herefordshire as a whole, and also the specific issues regarding Hereford city, the individual market towns and the wider rural area, in helping to maximise the economic opportunities of the county"

W&G Parish is located within the Eastern corridor of the county, at its most southern point.

Within the study, land is evaluated both quantitatively and qualitatively. Qualitatively as shown below. The scores are considered seperately and are not aggregated together.

Table 5.1: Qualitative Assessment Appraisal Criteria

Factor	Appraisal Criteria	Description
Market Attractiveness	Quality of wider environment	Quality of the existing portfolio, internal and external environment / Quality of external environment / Amenity Impacts / Adjoining land uses / Road frontage visibility / Availability of local facilities
	Accessibility	Ease of access to strategic highway / Quality of local road access / Quality of Site Access
	Market Conditions/Perception of Demand	Availability / marketing and enquiry interest
	Ownership	Ownership/Owner aspirations
	Site Development Constraints	Environmental constraints /physical site features / Ground conditions and contamination / Flood risk
Environmental Sustainability Strategic Planning	Prudent use of natural resources Accessibility to Non Car Transport Modes	Sequential Location / Land classification / Ease of access to public transport / Ease of walking and cycling
	Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources
	Regeneration and Economic Development	Ability to deliver specific regeneration objectives /Local Economic Objectives

Site Scoring and Ranking

Table 5.2: Qualitative Assessment – Rating Score System

Description	Rating Score
Poor	1
Moderate	2
Good	3
Best	4

5.7 Sites are scored against each of the main factors included in Table 5.1 on the previous page. Separate totals are recorded against commercial (market attractiveness), sustainability and strategic planning considerations, based on an assessment against the more detailed criteria underlying the main qualitative factors.

5.8 As noted in Chapter 2, based on our understanding of the nature of the employment land market and types of employment sites within Herefordshire, the employment land / sites which have been specifically assessed are broadly sub-divided into the following categories:

a) 'Best': High quality relatively unconstrained sites suitable for local or large incoming clients with a national / regional choice of locations.

b) ‘Good’: Sites which may be subject to some constraints but with potential to be suitable for inward investors and / or locally-based businesses.

c) ‘Moderate’: Sites which score poorly against one or more qualitative factors but which (could) perform a role in the employment hierarchy, including for local businesses.

d) ‘Poor’: Generally poor quality sites with significant constraints and often in inappropriate locations. These could have potential for (partial) de-allocation or release to other forms of development.

e) ‘Owner-Specific’: Allocations which are not likely to be available on the open market. In accordance with good practice, allocations which are only available for a specific occupier are excluded from available employment land totals until sites gain planning permission.

5.9 The categories enable a qualitative overview of the land portfolio available to be provided against which future land requirements can be assessed.

The only assessment undertaken within the Parish was that for the Stoney Hill Industrial Estate, which serves as a good example.

Chart Stoney Hills Qualitative assessment/ ED to insert

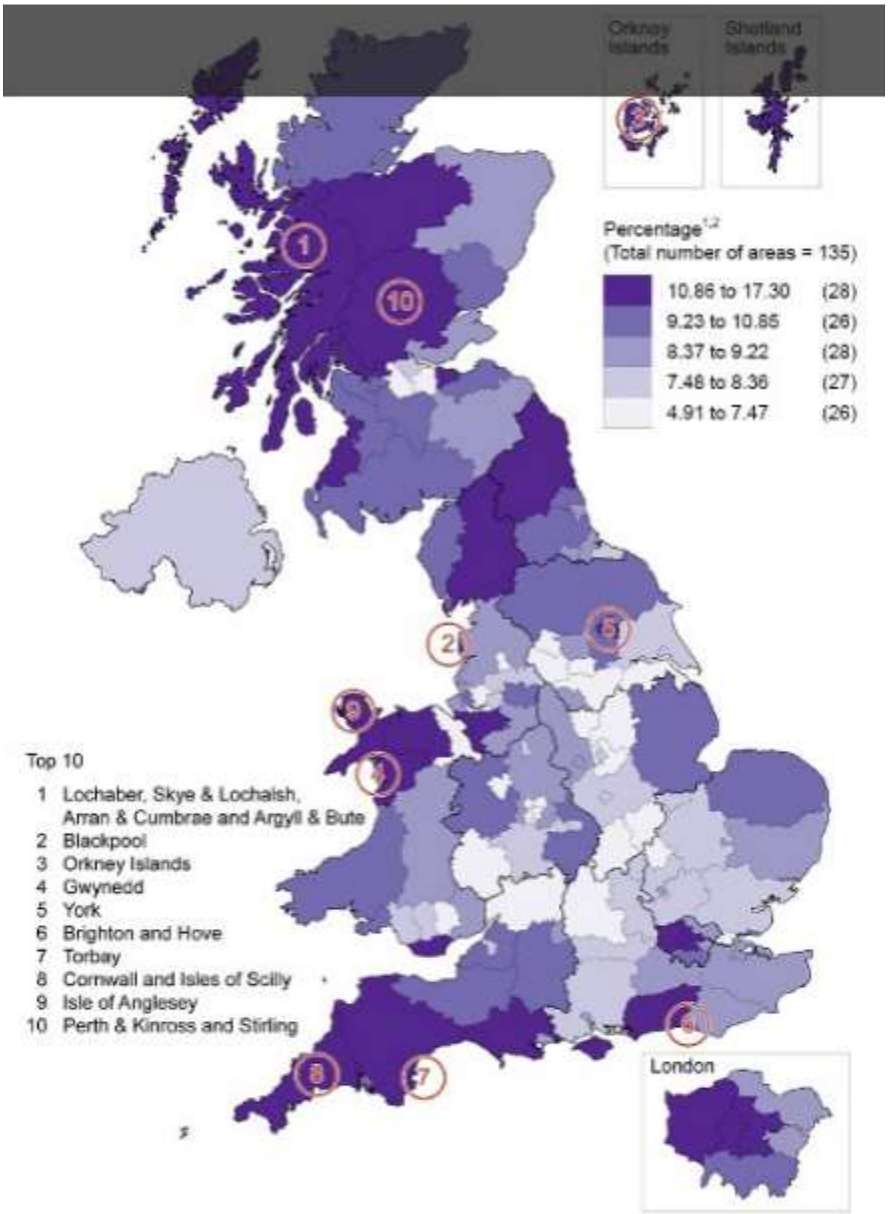
All those business activities within the Parish located on the flood plain would be rated as “Poor” due to their location, however it would be more appropriate to describe them as ‘Owner-Specific’ as they are uniquely historically located, and for many servicing the visitor population, it is the only location practicable for the market. These site are best assessed against the

Where is Employment likely to come from?

“Invent a better mousetrap and people will beat a path to your door”

Certainly, with the Parishes road communications access and improving broadband, it will be possible to attract business to premises that are provided, but lately, both Warehousing and light industry has failed to gain a foot hold locally, and premises have been passed for housing stock**.**

Herefordshire is keen to develop tourism in the county, and this map showing the top ten employment areas as a percentage shows why. The County, despite having the resources of accessible countryside has failed to take advantage.



1 NUTS 3 is an abbreviation for Nomenclature of Territorial Units for Statistics, level 3.
2 Data for Northern Ireland are shown at NUTS level 2 only.
Source: Office for National Statistics licensed under the Open Government Licence v.3.0.
Contains OS data © Crown copyright 2016
Contains LPS Intellectual Property © Crown copyright and database right 2016. This information is licensed under the terms of the Open Government Licence (http://www.nationalarchives.gov.uk/doc/open-government-licence/version/3).

This is an extract from an email recently from a County Councillor:

Subject: tourism

You may have noted the tourism session being held in Rotherwas (attached), would you mind drawing this to the attention of your various parish councils? I know that your particular patch of the county is an area of AONB and there are likely to be an above average number of people operating in the tourism arena in your patch. We need to get Herefordshire back on the tourism map & anything we can do will only help…

How do we compare with our local competitors for Tourism employment?

Code	NUTS 3	% main and second jobs in tourism industries 2013-2014	%main and second jobs in Accommodation and Food and beverage serving activities 2013-2014	% main and second jobs in Passenger Transport, culture, sport and recreation services 2013-2014
UKL21	Monmouthshire and Newport	8.68%	6.04%	2.64%
UKL16	Gwent Valleys	7.28%	4.80%	2.47%
UKK13	Gloucestershire	7.37%	4.90%	2.46%
UKG11	Herefordshire, County of	6.86%	4.95%	1.90%
Source: Annual Population Survey, 2013-2014				

What are the trends, and does this industry have a future in our Parish?

What is of particular interest is the performance of non-tourism industries in comparison when considering the following analysis;

Tourism employment trends
Table 1 shows the changing employment numbers within the UK tourism industry groups, the UK tourism industry and the UK non-tourism industry. This shows an increase of approximately 312,000 main and second jobs in tourism between 2009 and 2014. Employment in the tourism industry grew by 11.72 % over this period compared with a growth of 5.11% in non-tourism industry employment.

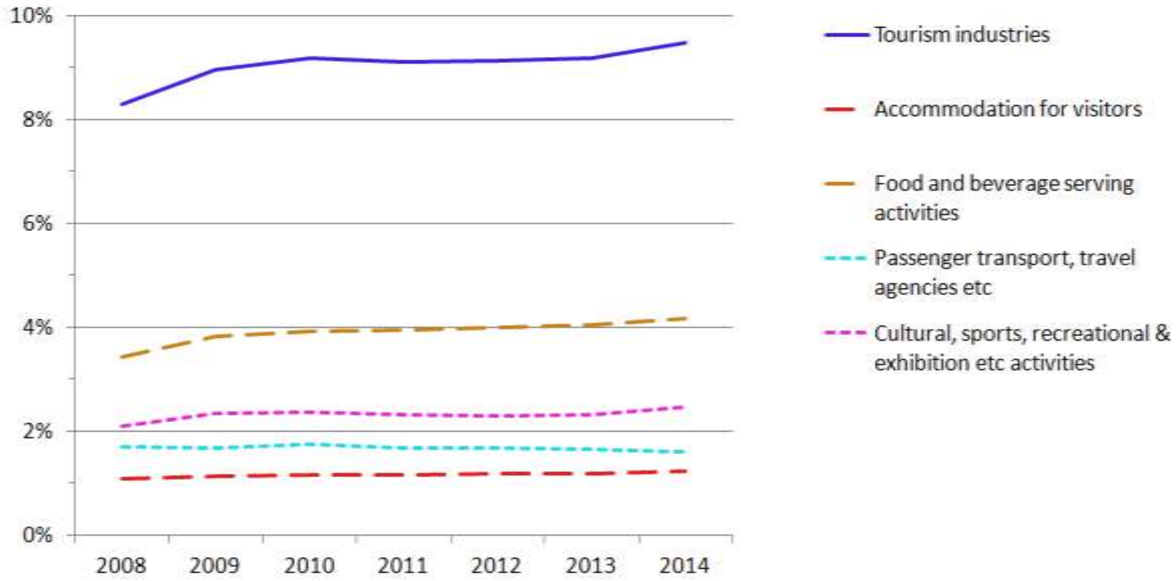
Table 1: Changes in tourism employment (main and second jobs), 2009 to 2014 UK

	Employment (thousands)					
Industry Group:	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**
Accommodation for visitors	336	340	347	352	360	388
Food and beverage serving activities	1,138	1,167	1,179	1,204	1,238	1,308
Passenger transport, vehicle hire, travel agencies etc.	497	518	501	507	500	503
Cultural, sports, recreational & conference etc. activities	692	703	695	690	709	775
Subtotal: Tourism industries	2,663	2,729	2,722	2,754	2,805	2,975
Subtotal: Non-tourism industries	27,078	27,035	27,213	27,396	27,838	28,461
Total: all industries	29,741	29,764	29,935	30,150	30,643	31,436

Table source: Office for National Statistics

Figure 1 shows the percentage of main and second jobs in tourism industries annually from 2008 to 2014. It shows that, overall, employment in the tourism industry in the UK has increased from 8.29% (2.50 million) to 9.46% (2.97 million) of total employment; this is an increase of 18.78% over 6 years. The percentage of main and second jobs in 3 of the 4 tourism industries reflect this steady increase over time, however, the percentage of main and second jobs in tourism industries within passenger transport, travel agencies and vehicle hire etc. peaked in 2010 and then steadily decreased.

**Figure 1: The percentage of jobs in specific tourism industry sectors, 2008 to 2014
UK**

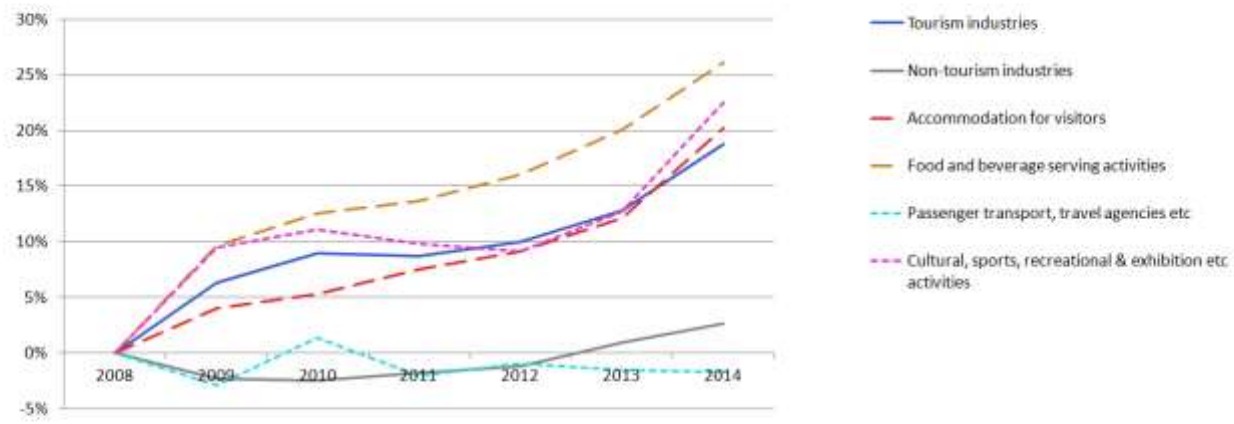


Source: Annual Population Survey (APS) - Office for National Statistics

Figure 2 charts the percentage change in main and second jobs in tourism industries by sector, as well as in all tourism industries and non-tourism industries. This chart shows that the proportion of jobs in tourism industries has increased by 18.78% since 2008, whereas the proportion of jobs in non-tourism industries has fluctuated. This is largely caused by the increase in main and second jobs in food and beverage serving activities and culture, sport, recreational and conference activities respectively between 2008 and 2009 (11.50% and 11.20% respectively). The decline in the percentage of jobs in non-tourism industries can be explained by the growing proportion of jobs in tourism industries in the economy, rather than the direct decrease in number of jobs within non-tourism industries.

Figure 2: The percentage change in tourism employment by sector, 2008 to 2014

UK



Source: Annual Population Survey (APS) - Office for National Statistics

Policy Extracts;

Rural Renaissance: AWM's Rural Framework, 2005

3.31 Rural Renaissance sets out Advantage West Midlands integrated approach to rural development. It sets out the strategy for implementing the West Midlands Economic Strategy (WMES) in the rural West Midlands. In implementing the Vision for the Regional Economic Strategy rural activity should seek to 'achieve sustainable development in the rural West Midlands by improving access to opportunity and the number and quality of jobs available within sustainable rural communities'. In order to achieve this the following two principles have been adopted:

• Focus regeneration on need and economic development on opportunity. Wherever possible these are brought together to the benefit of those rural parts of the region whose economic performance most lags behind the rest of the region;

• Foster the development of key rural employment sectors/ clusters whilst encouraging rural enterprise to modernise, diversity and collaborate to meet the challenges of the 21st century global economy'

3.32 Under the WMES, the activities for the rural area are as follows:

• Fostering and supporting rural business growth;

• Identifying and supporting rural skills and development;

• Developing a modern rural infrastructure and environmental conditions;

• Regenerating sustainable, well-supported rural communities;

• Championing rural West Midlands.

Rural Regeneration Zone Implementation Plan 2007-2010

3.33 Nearly all of Herefordshire (except for Hereford itself) is within the Rural Regeneration Zone. This is the only rural area in the country that has been designated by its Regional Development Agency as a key area for investment alongside the region's most deprived urban areas. The Vision is that

'By 2020, the Rural Regeneration Zone will be a connected rural area with a strong economy, a healthy environment and a rich quality of life for all'.

3.34 A key strategic objective for the plan period is to develop a strong, diverse and sustainable rural economy. The challenge for the Zone is to invest in activity that supports the diversification of the economy towards higher waged, knowledge intensive employment whilst continuing to develop the more robust aspects of the existing economies of Food and Farming, Tourism and Creative Industries.

Local Policy

Herefordshire Unitary Development Plan (2007)

3.35 The Herefordshire Unitary Development Plan (UDP) was adopted in March 2007. The Vision for the UDP comprises three interlocking elements:

• create fair and thriving communities, which will be inclusive for all, allowing equal and full access to opportunities and services;

• properly protect and enhance the environment through sustainable development;

• build a strong, competitive and innovative economy with a balanced mix of business, jobs and homes.

3.36 Central to the UDP Vision is progression towards more sustainable forms of development appropriate to Herefordshire. The UDP seeks a balance that can both allow and promote appropriate kinds of sustainable activity and development in places that are best suited. An important function of the Plan is to provide a framework for residential and economic development to meet social needs in a manner that is properly balanced with environmental factors.

3.37 Policy P12 explains that the UDP will seek to strengthen and diversify the County's employment base by the identification of opportunities for new economic development which are energy efficient in terms of their overall location and transport requirements. It will give priority to the development of economic activities that are appropriate to the County's character geographical orientation and indigenous resources…….

3.38 The policies in the employment chapter of the Plan aim to:

• ensure a better balance of employment opportunities in communities throughout the County;

• enable the provision of suitable land and premises to meet the identified and anticipated needs of both indigenous growth, including the expansion of existing business and start ups and inward investment; and

• positively support the diversification of employment opportunities within the rural areas.

3.39 Policy S4 states that the diversification and regeneration of the County's economic base will be provided for by:

• Making provision for 100 hectares of land for Class B employment development in the County. This provision includes land allocation in a range of locations throughout the County and existing planning permissions. In addition to the larger scale allocations, policies will permit suitable employment development in the rural areas which are consistent in scale with their location, in order to help ensure balanced communities and to secure rural regeneration;

• Ensuring a suitable portfolio of land is identified in terms of choice of sites, size, quality, location and Use Class to meet differing needs, and that sufficient land is available which is readily capable of development and well served by existing infrastructure or capable of being served; and

• Building strong, competitive and innovative economy with a balanced mix of businesses, jobs and homes through which the local economy can flourish.

3.40 Policy E8 sets out Design Standards for employment sites. Proposals for employment purposes should provide adequate infrastructure and the protection of the amenity of surrounding land uses particularly residential uses. A number of design responses are identified including orientating buildings and operations sensitively, providing appropriate environmental protection, and incorporating pedestrian and cycle links.

3.41 The development of greenfield land for employment will not be permitted unless there is a lack of suitable development opportunities within the boundaries of existing urban areas or on previously developed sites; or where there is an established need for the development of agricultural land.

Preferred Option

3.50 In the Preferred Option version of the core Strategy it is outlined that sustainable communities need economic growth to ensure they are active and thriving. The importance of a strong and diverse economy in terms of local job creation and thus in creating more sustainable travel to work patterns is emphasised. A strategy for Hertfordshire economy is detailed within Policy EC.1, where it is stated:

Herefordshire's economy will be developed and diversified; supporting enterprise and seeking to deliver sustainable economic growth and prosperous communities. In particular;

3. The continuing development of traditional sectors of the economy, such as food and drink and including manufacturing, which represent a strength of the county's economic activity, will be encouraged;

4. Support will be given to initiatives and new development that relate to the diversification of the business base within the county, including the provision of knowledge intensive industries, green technologies and renewable energy;

5. Innovative changes in agriculture will be supported, where they assist in maintaining the viability of farming and other supporting rural businesses and where they will not have an irreversible adverse impact on the countryside;

6. Support will be given to the development of countywide sustainable transport and faster and more accessible ICT/Broadband infrastructure, in order to facilitate the generation and diversification of employment opportunities; and to improve accessibility to education and training opportunities;

8. Home-based business will be encouraged, through the development of business hubs, live-work schemes and through the adaptive design of residential development.

10. Rural businesses will be supported, taking into account local demand, the ability to retain and grow employment opportunities and opportunities to reuse existing buildings and sites.

11. Support will be given to the delivery of high quality, sustainable tourism, cultural and leisure developments, which are aimed at diversifying the local economy, benefiting local communities and visitors, and are sensitive to Herefordshire's natural and built environment qualities and heritage assets.

3.51 Policy E.1 is concerned with maintaining an adequate supply of employment provision and focuses on protecting existing employment sites which are classified as ‘Best’ or ‘Good’ and allowing the release of sites classified as ‘Moderate’ or ‘Poor’ where the specific criteria are satisfied. These criteria include:

1. the proposal would result in a net improvement in amenity;

2. the proposal would not result in a piecemeal loss of employment land where there is potential for a more comprehensive scheme;

3. the loss would not impact on the range of supply in a specific geographical area;

4. an assessment has been carried out to confirm the viability of the development proposal;

5. the need for alternative uses is greater than the need for the retention of employment land;

6. proof of active marketing is provided to allow the full consideration of any specific demand.

Enterprising County – Economic Development Strategy for Herefordshire 2011-2016

3.56 The purpose of the strategy is to set out a route and overall direction for the County so that it can foster economic vitality. The strategy focuses on achieving growth through the private sector, with new jobs and investment made by businesses.

3.57 The aim of the strategy is to build on what is currently known about Herefordshire to build an ambitious future and to make the most of the county’s unique qualities. The vision is to increase the economic wealth of the county through the growth of business. This is to be achieved by:

• Sustaining business survival and growth;

• Increasing wage levels, range and quality of jobs;

• Having a skilled population to meet future work needs;

• Developing the county’s built infrastructure so enterprise can flourish.

3.58 A number of projects, which comprise of infrastructure and development initiatives, are outlined in the Strategy document. It is stated that these will be completed or progressed significantly over the period of the strategy (by 2016). The projects identified are;

2) Broadband – investment in technology infrastructure for the county to have 100% access to broadband revolutionising how businesses operate and how public services are delivered.

6) Construction Skills Academy – ensure the best skills are locally available to meet the potential of investment projects, specifically regarding the city centre development. 7) Employment and Skills – to run programmes that support people into employment, with a specific concentration on South Wye and Leominster areas. 8) Apprenticeship Campaign - enabling work based training to generate long term skills. 9) HE Centre – to create a facility for people to access higher education that provides a gateway to learning otherwise not available in the county. 10) Identity – create a strong brand identity for Herefordshire that reflects the county's enterprising spirit and visitor appeal

3.59 These projects are expected to impact the county as a whole, creating economic benefits for the rural areas, market towns and Hereford.

Herefordshire Sustainable Community Strategy, 2010, Herefordshire Partnership

3.60 The Community Strategy for Herefordshire sets out a Vision for 2020 as a place 'where people, organisations and businesses working together within an outstanding natural environment to bring about sustainable prosperity and well-being for all'.

3.61 Economic Development and Enterprise is a key theme for the strategy. In improving business and employment opportunities the strategy outlines the following key outcomes:

• More and better paid employment;

• A more adaptable and higher skilled workforce; and

• Reduced traffic congestion through access to better integrated transport provision.

3.62 The strategy provides an overview of how Herefordshire is performing and next steps to continue improvements. The detail of these two aspects of the report are set out respectively:

How are we doing?

• The state of the economy has increased unemployment and personal debt in Herefordshire.

• We are working to attract new investment and businesses to the county to create more jobs.

• Although wages have gone up, Herefordshire wages are still less than in other parts of the Midlands.

• Income levels are very low in some parts of Leominster and Hereford.

• The numbers of people of working age 16-64 is declining.

• Lots of skilled people move to Herefordshire to set up businesses and work.

• We are looking for funding to create a university in Herefordshire.

• Broadband services in rural areas are poor.

We will be working towards:

• Helping to support existing businesses and jobs.

• Supporting better paid and more interesting jobs.

• Having a high quality workforce who can learn new skills when needed.

• Less traffic, better public transport, and more people walking and cycling to work.

• Better broadband services.

• More land available for building high quality business premises.

• Encouraging businesses to think about the environment.

• Promoting Herefordshire as a good place for business.

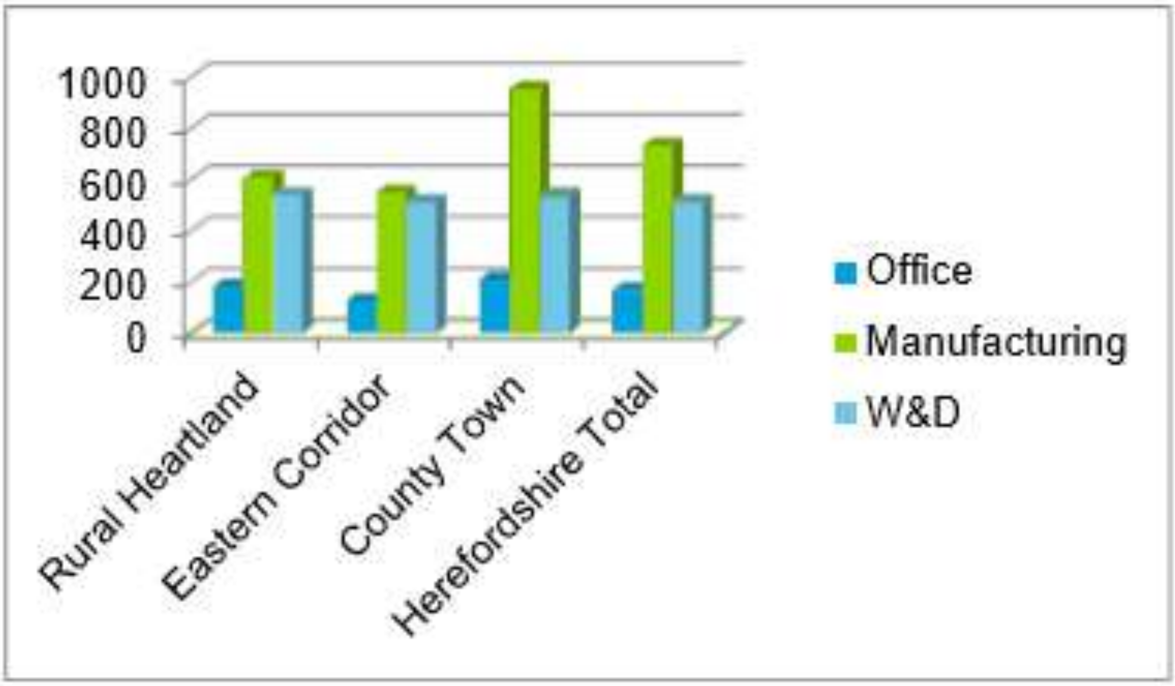
Existing Stock of Employment Premises

Total Existing Employment Floorspace

4.4 The most reliable figures for existing floorspace provision at the Herefordshire level are provided by the Valuation Office Agency (VOA). The data identifies the total number and floorspace of hereditaments by main sector, notably office and industrial (which includes manufacturing and warehousing).

4.10 Figure 4.1 illustrates the average hereditament size (based on 2008 information). Although there will clearly be variation in unit sizes and sizes may have altered since the date of the information, this analysis does never-the-less provide a broad picture of the average scale of premises across different sectors and sub areas.

Figure 4.1: Average Hereditament Size (sq. m.) by Sector and Sub-Area



Vacant Premises

4.11 Aggregated information from the VOA / ONS at the Herefordshire / sub-Herefordshire level does not distinguish between vacant and occupied space. Set out in Tables 4.2a, 4.2b, 4.3a and 4.3b is an overview of vacant premises by study area sub-area and sector, focusing on industrial / warehouse and office premises. Details on available premises have been obtained from the Council's Commercial property Register (dated August 2012 – October 2012). This register is maintained and updated quarterly by the Council and provides details from a range of sources

Table 4.2a: Vacant Office Premises – Floorspace

Sub Area	Size Bands in sq.m.						Total
	A	B	C	D	E	F	
	0 – 100	101 – 500	501 – 1000	1001 – 2000	2001 – 5000	5001+	
County Town	1,459	3,502	580	1,858	0	0	**7,399**
Eastern Corridor	831	2,222	0	0	0	0	**3,052**
Rural Heartland	639	1,203	0	0	0	0	**1,842**
Herefordshire Total	**2,929**	**6,927**	**580**	**1,858**	**0**	**0**	**12,293**

- Source: Herefordshire Council Commercial property Register (Aug 2012 – Oct 2012) & review of agent's particu

Table 4.2b: Vacant Office Premises – Number of Units

Sub Area	Size Bands in sq.m.						Total
	A	B	C	D	E	F	
	0 – 100	101 – 500	501 – 1000	1001 – 2000	2001 – 5000	5001+	
County Town	34	18	1	1	0	0	**54**
Eastern Corridor	16	9	0	0	0	0	**25**
Rural Heartland	12	4	0	0	0	0	**16**
Herefordshire Total	**62**	**31**	**1**	**1**	**0**	**0**	**95**

Table 4.3a: Vacant Industrial & Warehousing Premises – Floorspace

Sub Area	Size Bands in sq.m. (numbers of vacant properties shown in brackets)						Total
	A	B	C	D	E	F	
	0 – 100	101 – 500	501 – 1000	1001 – 2000	2001 – 5000	5001+	
County Town	272	7,663	7,989	6,761	11,734	23,805	**58,224**
Eastern Corridor	860	5,078	5,860	0	0	60,168	**71,966**
Rural Heartland	440	3,770	673	6,166	0	0	**11,049**
Herefordshire Total	**1,571**	**17,702**	**14,522**	**11,736**	**11,734**	83,973	**141,239**

- Source: Herefordshire Council Commercial property Register (Aug 2012 – Oct 2012) & review of agent's particulars

Table 4.3b: Vacant Industrial & Warehousing Premises – Number of Units

Sub Area	Size Bands in sq.m. (numbers of vacant properties shown in brackets)						Total
	A	B	C	D	E	F	
	0 – 100	101 – 500	501 – 1000	1001 – 2000	2001 – 5000	5001+	
County Town	5	26	12	5	5	3	**56**
Eastern Corridor	14	12	9	0	0	6	**41**
Rural Heartland	5	19	1	4	0	0	**29**
Herefordshire Total	**24**	**57**	**22**	**9**	**5**	**9**	**126**

- Source: Herefordshire Council Commercial property Register (Aug 2012 – Oct 2012) & review of agent's particulars

Table 4.4: Change in Office Vacancy (2008 – 2012)

Sub Area	Total Vacant Floorspace in sq. m. (total number of vacant properties)		
	Early 2008	Mid 2010	Mid 2012
County Town	4,661 (29)	7,748 (38)	7,399 (54)
Eastern Corridor	3,882 (23)	5,057 (34)	3,052 (25)
Rural Heartland	3,152 (24)	1,437 (14)	1,842 (16)
Herefordshire Total	**11,695 (76)**	**14,242 (86)**	**12,293 (95)**

Table 4.5: Change in Industrial and Warehousing Vacancy (2008 – 2012)

Sub Area	Total Vacant Floorspace in sq. m. (total number of vacant properties)		
	Early 2008	Mid 2010	Mid 2012
County Town	35,496 (45)	69,219 (75)	58,224 (56)
Eastern Corridor	22,632 (49)	41,339 (67)	71,966 (41)
Rural Heartland	28,596 (50)	30,357 (47)	11,049 (29)
Herefordshire Total	**86,724 (144)**	**140,985 (189)**	**141,239 (126)**

Employment Land Supply

None allocated within the Parish

Employment Allocations and Commitments

Employment Allocations

None allocated within the Parish

Employment Commitments

4.30 Employment commitments, which can be located within and outside of employment allocations, can also be defined as employment 'gains'. They comprise of:

Sites with planning permission for employment use where development has not started; and

Sites with planning permission under construction as recorded in the Council's most recent (2012) monitoring information.

Sub Area Site	Available Area (hectares)	Floorspace Capacity Estimate in square metres [Site area estimate (in hectares) shown in brackets]				
		B1 (a)	B1 (b & c)	B2	B8	Total B Class

Whitchurch South Service, Station, A40 Southbound, Whitchurch, Ross On Wye	0.33	330 (0.33)	0 (0)	0 (0)	0 (0)	330 (0.33)

5 Employment Land and Premises – Qualitative Assessment of Supply

Approach

5.1 In addition to a quantitative assessment of supply, it is important to undertake a qualitative review of sites. The purpose of undertaking such an assessment is to rigorously and systematically appraise Unitary Development Plan land allocations and commitments and other sites identified by the Council in terms of market attractiveness, environmental sustainability and strategic planning /economic considerations.

5.2 Regard has been given to good practice in setting the appraisal criteria. The main criteria used to assess sites are listed below. A comprehensive list of criteria, including associated detailed indicators, is reproduced at Appendix 2 (see separate Appendices document).

Table 5.1: Qualitative Assessment Appraisal Criteria

Factor	Appraisal Criteria	Description
Market Attractiveness	Quality of wider environment	Quality of the existing portfolio, internal and external environment / Quality of external environment / Amenity Impacts / Adjoining land uses / Road frontage visibility / Availability of local facilities
	Accessibility	Ease of access to strategic highway / Quality of local road access / Quality of Site Access
	Market Conditions/Perception of Demand	Availability / marketing and enquiry interest
	Ownership	Ownership/Owner aspirations
	Site Development Constraints	Environmental constraints /physical site features / Ground conditions and contamination / Flood risk
Environmental Sustainability	Prudent use of natural resources	Sequential Location / Land classification / Ease of access to public transport / Ease of walking and cycling
	Accessibility to Non Car Transport Modes	
	Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources
Strategic Planning	Regeneration and Economic Development	Ability to deliver specific regeneration objectives /Local Economic Objectives

Site Scoring and Ranking

Table 5.2: Qualitative Assessment – Rating Score System

Description	Rating Score
Poor	1
Moderate	2
Good	3
Best	4

5.7 Sites are scored against each of the main factors included in Table 5.1 on the previous page. Separate totals are recorded against commercial (market attractiveness), sustainability and strategic planning considerations, based on an assessment against the more detailed criteria underlying the main qualitative factors.

5.8 As noted in Chapter 2, based on our understanding of the nature of the employment land market and types of employment sites within Herefordshire, the employment land / sites which have been specifically assessed are broadly sub-divided into the following categories:

a) 'Best': High quality relatively unconstrained sites suitable for local or large incoming clients with a national / regional choice of locations.

b) 'Good': Sites which may be subject to some constraints but with potential to be suitable for inward investors and / or locally-based businesses.

c) 'Moderate': Sites which score poorly against one or more qualitative factors but which (could) perform a role in the employment hierarchy, including for local businesses.

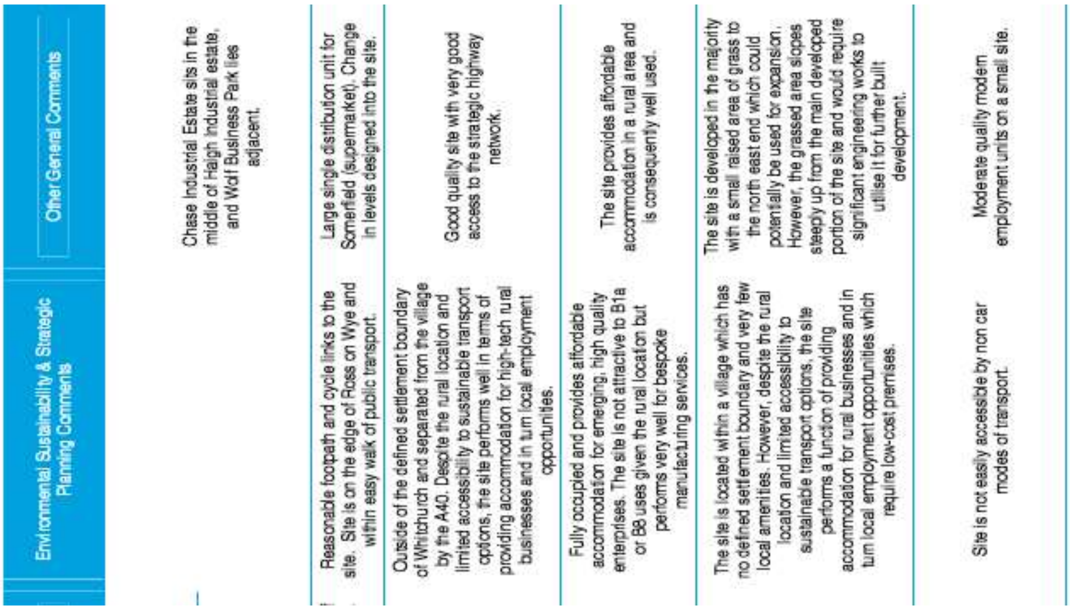
d) 'Poor': Generally poor quality sites with significant constraints and often in inappropriate locations. These could have potential for (partial) de-allocation or release to other forms of development.

e) 'Owner-Specific': Allocations which are not likely to be available on the open market. In accordance with good practice, allocations which are only available for a specific occupier are excluded from available employment land totals until sites gain planning permission.

5.9 The categories enable a qualitative overview of the land portfolio available to be provided against which future land requirements can be assessed.

THE NP STEEERING GROUP NEED TO CARRRY OUT QAULITATIVE ASSESMENT OF CURRENT EMPLOYMENT LAND AND PROPOSED EMPLOYMENT LAND

Role within the Employment Hierarchy



Environmental Sustainability & Strategic Planning Comments	Other General Comments
	Chase Industrial Estate sits in the middle of Haigh industrial estate, and Wolf Business Park lies adjacent.
Reasonable footpath and cycle links to the site. Site is on the edge of Ross on Wye and within easy walk of public transport.	Large single distribution unit for Somerfield (supermarket). Change in levels designed into the site.
Outside of the defined settlement boundary of Whitchurch and separated from the village by the A40. Despite the rural location and limited accessibility to sustainable transport options, the site performs well in terms of providing accommodation for high-tech rural businesses and in turn local employment opportunities.	Good quality site with very good access to the strategic highway network.
Fully occupied and provides affordable accommodation for emerging, high quality enterprises. The site is not attractive to B1a or B8 uses given the rural location but performs very well for bespoke manufacturing services.	The site provides affordable accommodation in a rural area and is consequently well used.
The site is located within a village which has no defined settlement boundary and very few local amenities. However, despite the rural location and limited accessibility to sustainable transport options, the site performs a function of providing accommodation for rural businesses and in turn local employment opportunities which require low-cost premises.	The site is developed in the majority with a small raised area of grass to the north east end which could potentially be used for expansion. However, the grassed area slopes steeply up from the main developed portion of the site and would require significant engineering works to utilise it for further built development.
Site is not easily accessible by non car modes of transport.	Moderate quality modern employment units on a small site.

Sub Area	Site	Market Attractiveness Score	Strategic Planning and Sustainability Score	Classification	Market Attractiveness Comments
	25. Chase Industrial Estate, Ross on Wye				Mix of buildings on this small site, majority of which are reasonable quality and condition. At the rear are new Royal Mail buildings, at the front is a working men's club.
	27. Wolf Business Park, Ross on Wye				Located in an area of other employment uses, buildings on this site are of a moderate condition and there is adequate parking and circulation provision. Site is within easily accessible to the

The above chart shows the classification for the Stoney Hills industrial estate within the Parish.

6 Forecasts of Employment Land Requirements

6.8 Nevertheless, the recessions and slowdowns in growth rates evident across most of the world's economies are combining with the UK government's austerity measures to reduce UK demand and are impacting directly on both regional and sub-regional economies, including that of Herefordshire. This is reflected in reduced employment opportunities within Herefordshire, which are reflected in the model and in the forecasts.

6.9 There is, however, evidence that self-employment is increasing within the UK as unemployed former employees and new labour market entrants seek to generate an income by using their skills to create businesses. Inevitably, many of these businesses will either fail or fall short of expectations but others will thrive and potentially become significant employers

The Model

Population

6.13 The starting point for the model is the demographic structure of the current and future population of Herefordshire.

6.14 Rather than relying on trend forecasts produced by the model itself, use is generally made of forecasts generated either by the local authority itself or by the Office for National Statistics.

6.15 In this particular case, two different sets of population forecasts were primarily used. These were:

population projections sourced from the Office for National Statistics; and population projections produced by Herefordshire Council.

6.28 In practice, the model shows the economic activity rate, (total number economically active expressed as a percentage of the population of normal working age), as generally following an upward trend over the forecast period. This is, in part, due to a rising level of economic activity amongst females and, in part, due to an increase in the number of people electing to work beyond state pension age.

6.29 It also reflects the introduction of a rising state pension age for women and for men as well as the introduction of legislation removing default retirement ages such that men and women now have a right to continue in employment beyond the normal state pension age, subject to their job continuing and subject to their being able to perform their tasks satisfactorily.

6.30 The effect of these changes is expected to be an increase in the economically active population of Herefordshire as more individuals choose to work beyond their state pension age and individuals are forced to work longer before they become eligible for the state pension.

6.31 The precise impact of the changes in retirement legislation and the state pension age will not be known for some time. Compounding the uncertainty is a general move away from defined benefit and final salary pension schemes to defined contribution and average salary pension schemes the effect of which is expected to be lower pension payments and may mean individuals generally having to work longer than hitherto before they can afford to retire.

Commuting

6.50 In producing a comprehensive picture of the Herefordshire labour market, the model needs to take account of the extent to which jobs within Herefordshire are taken by people who are resident outside of the county in places such as Wales, the Forest of Dean, Malvern Hills and South Shropshire. Equally, it needs to take account of the extent to which Herefordshire residents hold down jobs outside of the county, for example, in Malvern Hills, Worcester, the Forest of Dean, South Shropshire, Gloucester, Tewkesbury and Wales.

6.51 This requirement arises because the population and labour force forecasts are residence based and the employment forecasts are place of employment based.

6.52 Normally, up to date information on in- and out-commuting is very difficult to obtain, such that net commuting has to be estimated, through the model, for a given year when all other elements of the labour market are known. Specifically, the level of net in- or out-commuting is derived as the balancing factor such that:

Resident labour force less:	Resident unemployed	= net commuting
	Self-employment	
	Jobs based in the District	
	Residents on schemes etc	

Source: WM Enterprise Consultants

6.54 In the case of Herefordshire, analysis of the 2001 Population Census figures shows that 12,600 of the county's resident workforce worked outside of the county and that 8,600 of the jobs in the county were taken by individuals who did not live in the county

Employment Land Requirement

6.70 The model amalgamates the employment and self-employment projections into broad headings of: manufacturing, construction, retail in-town, retail out of town, hotels and catering, transport and communications, finance and business services, public administration and defence, education and health, and other services.

6.71 Standard square metres per employed person figures are then applied for each of the broad headings in order to produce the floorspace required to accommodate the stated number of people.

6.72 Finally, employment density estimates are applied to the floorspace requirements in order to arrive at estimates of the employment land requirement for each of the broad headings.

Findings of the Forecasting Model

Table 6.1: Comparison of Population Projections for Herefordshire County by Age and Gender, 2015

	ONS			Herefordshire Council		
Age	Male ('000)	Female ('000)	Total ('000)	Male ('000)	Female ('000)	Total ('000)
0-15	15.9	15.3	31.2	15.5	14.8	30.4
16 to normal retirement age*	56.4	55.2	111.6	55.3	53.9	109.2
Over normal retirement age*	21.6	26.3	47.9	21.4	26.4	47.8
Total population	93.9	49.90	190.7	92.2	95.1	187.3

➢ *Sources: ONS, Herefordshire Council, WM Enterprise Consultants*

➢ * Normal retirement age reflects changes in the state pension age, with females attaining state pension age between 62 and 63 and males at age 65.

6.91 Table 6.2 provides information on the forecast population structure in 2025 under the different forecasts, with Table 6.3 providing the same information but for 2031.

Table 6.2: Comparison of Population Projections for Herefordshire County by Age and Gender, 2025

	ONS			Herefordshire Council		
Age	Male ('000)	Female ('000)	Total ('000)	Male ('000)	Female ('000)	Total ('000)
0-15	17.3	16.6	33.9	16.1	15.4	31.5
16 to normal retirement age*	59.1	58.7	117.8	55.5	46.6	102.1
Over normal retirement age*	25.4	28.9	54.3	26.5	38.5	65.0
Total population	101.8	54.55	206.0	98.1	100.5	198.6

➢ *Sources: ONS, Herefordshire Council, WM Enterprise Consultants*

* Normal retirement age is taken as 66 for both males and females

Table 6.3: Comparison of Population Projections for Herefordshire County by Age and Gender, 2031

	ONS			Herefordshire Council		
Age	Male ('000)	Female ('000)	Total ('000)	Male ('000)	Female ('000)	Total ('000)
0-15	17.1	16.6	33.7	16.2	15.4	31.7
16 to normal retirement age*	59.3	58.9	118.2	55.2	46.1	101.3
Over normal retirement age*	28.9	32.7	61.6	30.1	42.6	72.7
Total population	105.3	108.2	213.5	101.6	104.1	205.7

➢ *Sources: ONS, Herefordshire Council, WM Enterprise Consultants*

* Normal retirement age is taken as 66 for both males and females

6.92 The differences shown in the above numbers have implications for the overall size of the labour force, with different segments of the population having different propensities to participate in the labour market.

Activity Rates

Table 6.4: Herefordshire Activity Rate 2001 and for Selected Years

Gender / Age	2001 % (Actual)	2010 %	2015 %	2020 %	2025 %	2031 %
Male						
0-15	0.0	0.0	0.0	0.0	0.0	0.0
16-24	73.7	72.1	71.3	70.5	69.6	68.6
25-34	93.3	92.0	91.5	91.1	90.7	90.2
35-44	93.1	92.3	91.9	91.5	91.1	90.6
45-59	86.5	88.0	88.4	88.5	88.9	89.6
60-64	57.6	64.4	66.5	68.4	70.5	73.0
65+	14.4	17.2	17.6	16.6	17.4	17.8
Total*	88.7	89.6	91.2	91.7	92.6	94.0
Female						
0-15	0.0	0.0	0.0	0.0	0.0	0.0
16-24	67.9	67.1	66.9	66.6	66.3	66.0
25-34	75.0	77.1	78.0	78.6	79.5	80.5
35-44	78.0	78.5	78.7	78.7	78.9	79.5
45-59	71.8	76.6	78.5	80.1	82.0	84.6
60-64	29.7	34.2	40.7	47.3	53.9	61.8
65 +	7.1	9.0	9.7	9.5	10.5	11.1
Total*	71.9	73.8	77.9	80.0	82.3	85.4

Source: Derived from Population Census Figures; W M Enterprise Consultants

* Total economically active (including those over state pension age) expressed as a percentage of the population of normal working age.

6.93 The activity rates used in the model were derived from Population Census results, by age group and by gender. These were then projected forward to reflect activity rate trends within different age and gender groups. In addition, adjustment was made to allow for an increase in economic activity rates amongst those age groups whose members must wait longer before becoming eligible for the state pension. This has the effect of significantly increasing female activity rates between 2010 and 2015. Irrespective, overall activity rates are forecast to follow an upward trend over the forecast period.

6.94 The activity rates were applied to both sets of population forecasts in order to arrive at two sets of Herefordshire county labour force projections.

6.95 Overall, the figures indicate an overall increase in male participation rates in the labour market from just over 89.6% in 2010 to reach 94.0% in 2031. Acting to reduce the expressed rate is an increase in the total number of males of working age from 2020 resulting from the increased state pension qualification age to 66.

Table 6.5: Herefordshire Workforce – Selected Years – Under The Two Different Population Forecasts

Forecast	2010	2012	2015	2020	2025	2031
ONS	91.3	92.8	95.6	97.8	100.7	103.3
Herefordshire Council	91.3	92.0	93.5	94.5	97.4	99.3
Mean	91.3	92.4	94.6	96.2	99.1	101.3

Source: WM Enterprise Consultants

Labour Demand

6.100 The Herefordshire economy is more dependent upon agriculture and manufacturing than are the economies of either the West Midlands or the UK. A consequence of this is that there is less emphasis in Herefordshire on service sector activity than there is the West Midlands and the UK. This is shown in the following table.

Table 6.6: Comparative Employment Structures, 2010

	Herefordshire %	West Midlands %	UK %
Primary	7.7	2.1	1.7
Manufacturing	13.5	11.0	8.2
Construction	5.4	7.1	6.9
Utilities	1.2	1.0	1.0
Services	72.3	78.7	82.2
Total	100.0	100.0	100.0

Sources: Cambridge Econometrics, NOMIS; WM Enterprise Consultants

6.101 Within the service industries, Herefordshire is over-represented in distribution and in transport and storage relative to both the West Midlands and the UK. It is, however, underrepresented in hotels and catering, retailing, financial services and other business services. The following figure, (Table 6.7), provides more detail.

Table 6.7: Comparative Service Sector Employment

	Herefordshire %	West Midlands %	UK %
Retailing	9.3	12.2	11.7
Distribution	16.3	7.9	6.7
Hotels & Catering	4.7	6.5	7.4
Transport & Storage	9.7	5.9	5.7
Financial Services	1.9	3.8	4.4
Other Business Services	15.1	23.3	24.4
Public Administration, Education & Health	37.2	34.5	33.1
Other Services	5.9	5.9	6.5
Total	100.0	100.0	100.0

Sources: Cambridge Econometrics; Nomis

6.102 The forecasts through to 2031 indicate that Herefordshire will substantially retain the overall structure of its economy, although it will become marginally more dependent upon the service sector as a source of employment. This is not surprising given the increased service sector demand that will be generated by a growing population. Nevertheless, agriculture and manufacturing will continue to be significant sources of employment. This is shown in the following figure, (Table 6.8).

Table 6.8: Forecast Relative Shares of Employment in 2031

	Herefordshire %	West Midlands %	UK %
Primary	7.4	1.3	1.1
Manufacturing	12.6	10.6	6.6
Construction	5.2	6.9	7.8
Utilities	1.5	1.3	1.0
Services	73.4	80.0	83.4
Total	100.0	100.0	100.0

Sources: WM Enterprise Consultants; Cambridge Econometrics

6.104 Within the Herefordshire service sector, it is the business services sector that is expected to be the major source of new job opportunities, followed by retailing and accommodation and catering. Together, these will account for 63% of all new jobs over the forecast period. Following a period of job losses, including as a result of privatisation, the education and health sector is expected to show employment gain over the latter years of the forecast as it responds to the needs of a growing, and in the case of health, ageing population.

Employment Land Requirement

Table 6.11: Standard Square Metres Per Employee and Site Density by Activity

	Square Metres Per Employed Person		Site Density
Activity	Gross Internal Area	Gross External Area	Site Density
<u>Industry</u>			
General	34.0	35.0}	0.35 to 0.45
Small Business	32.0	33.0}	
High tech / R & D	29.0	30.0}	0.25 to 0.40
Science Park	32.0	33.0}	
<u>Warehousing & Distribution</u>			
General Warehousing	50.0	50.0}	0.40 to 0.60
Large Scale & High Bay	80.0	80.0}	
<u>Office</u>			
General	19.0	20.5	0.41 to 2.00
Headquarters	22.0	23.0	
Serviced Business Centre	20.0	21.0	
City of London	20.0	21.0	
Business Park	16.0	17.0	
Call Centre	12.8	13.0	
<u>Retail</u>			
Town / City Centre	20.0	24.0	
Restaurants	13.0	13.0	
Food Superstores	19.0	23.0	
Other Superstores / Retail Warehousing	90.0	93.0	

Source: Planning: Employment Land Reviews – Guidance Note, ODPM, December 2004

Table 6.16: Employment Floorspace Requirement ('000 square metres)

	2010	2015	2020	2025	2031
Industrial	811.5	860.0	858.1	856.2	847.3
Warehouse &Distribution	538.6	589.3	597.2	603.8	612.4
General Office	292.3	299.5	319.9	337.8	359.6

Source: WM Enterprise Consultants

6.142 Table 6.17 sets out the anticipated employment land requirement for Herefordshire through to 2031 based on current employment densities and land development densities in the county. In producing these figures, the manufacturing, warehouse and distribution gross internal floorspace shown in Table 6.17 has been increased by 5% and the office floorspace by 17.5% in order to raise them to gross external area, before applying appropriate current local site densities

Table 6.17: Employment Land Requirements Local Site Densities (Hectares)

	2010	2015	2020	2025	2031
	(ha)	(ha)	(ha)	(ha)	(ha)
Industrial	126.8	134.4	134.1	133.8	132.4
W&D	69.6	76.1	77.2	78.1	79.3
General Office	33.2	34.0	36.3	38.4	40.9

Source: WM Enterprise Consultants

6.144 Table 6.19 illustrates the change in floorspace requirement over the period based on the information in Tables 6.17 and 6.18 and suggests an increase of between 25.2 and 36.7 hectares of land in employment use above the level occupied as at 2010 in order to accommodate the anticipated maximum requirements of each of the three categories

Table 6.19: Change in Employment Land Requirements over the Study Period 2010 - 2031

Assumptions	Office	Industrial	Warehousing & Distribution
Table 1.17	+7.7 ha	+7.8 ha	+9.7 ha
Table 1.18	+7.7 ha	+12.3 ha	+16.7 ha
Mean	+7.7 ha	+10.1ha	+13.2 ha

7 Findings from the Employer Survey

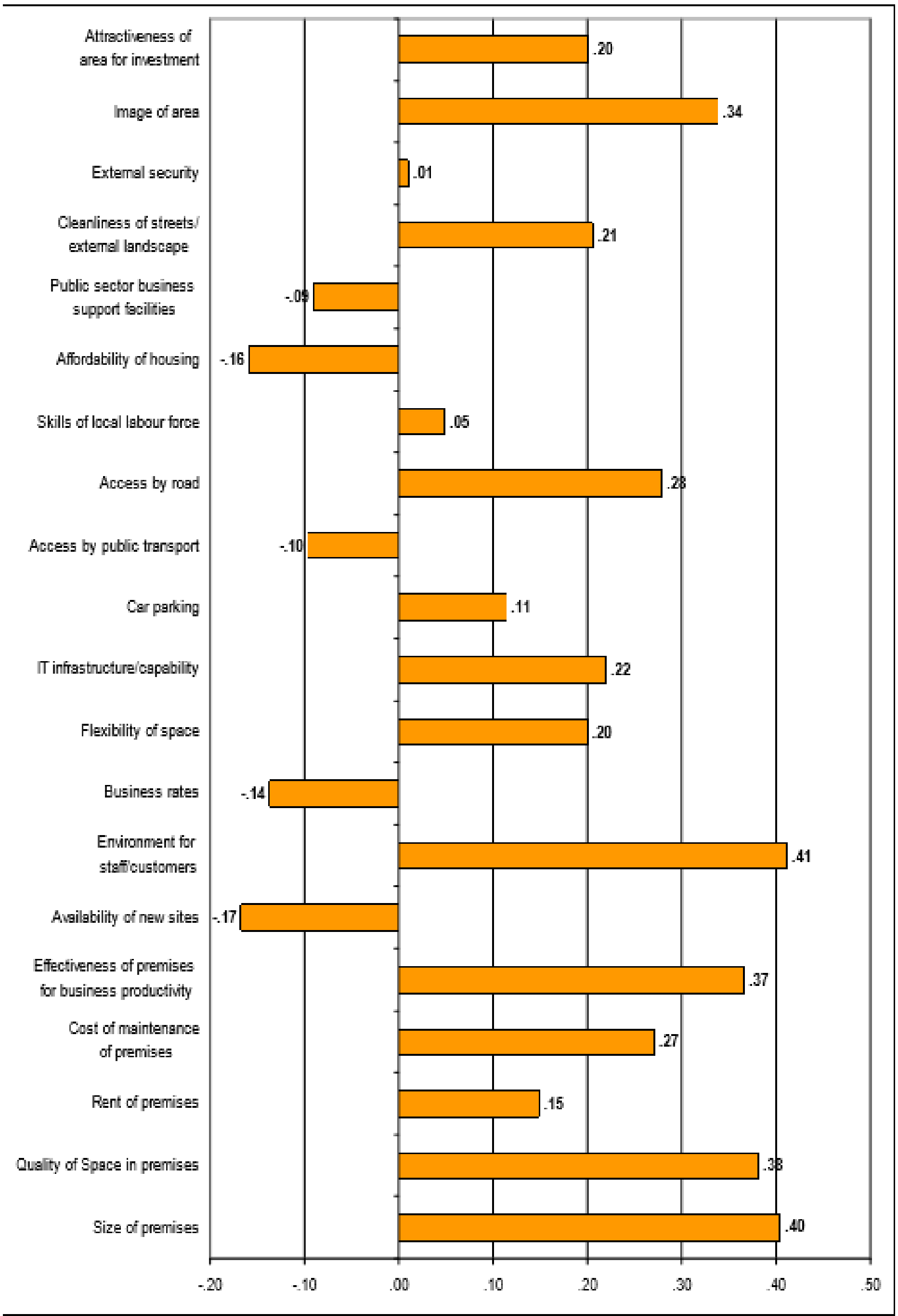
Introduction

7.1 The following details the findings from a survey of 215 businesses operating in Herefordshire; 53 were undertaken in Hereford, 18 in Bromyard, 9 in Kington, 18 in Ledbury, 33 in Leominster, 32 in Ross on Wye, 38 in the Rural Heartland and 14 in the Eastern Corridor. The businesses variously operated in the manufacturing, construction, wholesale, distribution and business and financial services sectors.

7.2 The survey was conducted by telephone, with respondent businesses asked to complete a proforma questionnaire focusing on their current and future employment land requirements within the county. Other questions sought to gain an insight into the dynamics of the local business sector and an understanding of perceptions of Herefordshire as a place in which to do business. In addition the opportunity was used to gain an insight into perceptions of employment land and premises availability within the area.

7.3 The survey took place in April and May 2008, with those selected for interview drawn from a stratified database of eligible businesses. Those selected for interview were chosen so as to give as representative a sample as possible across the county and within sectors

Figure 7.1: Positive and Negative Aspects of Operating in Herefordshire



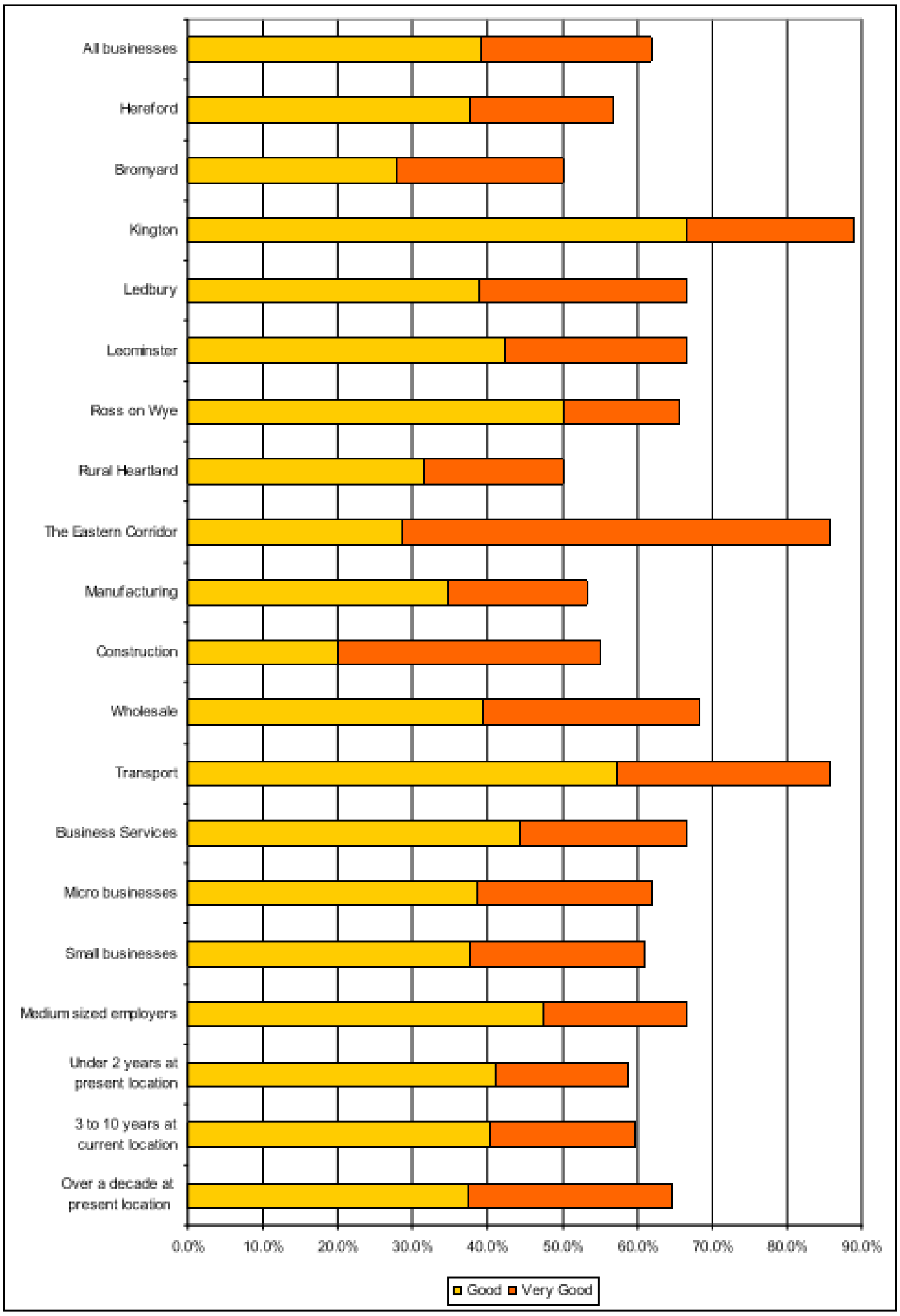
Source: Consulting Inplace

7.8 As is evident from Figure 7.1, the primary concerns of businesses in Herefordshire are the availability of new business sites, the affordability of housing and business rates. These negative aspects are broadly comparable with other similar studies that have recently been conducted. The level of business rates and affordability of housing in particular are commonly cited as negative aspects of operating a business.

7.9 The main problems identified by surveyed businesses were market pressures (21.8%), rising costs of running the business (16.8%) and existing site constraints (7.3%). This is again consistent with findings from other recent surveys we have conducted.

7.10 Market pressures were most commonly cited by transport businesses (42.9%), manufacturing firms (27.2%) and business services (33.3%). The rising cost of running the business was most frequently stated by wholesale (26.3%) and manufacturing (26.1%).

Figure 7.2: Percentage of Surveyed Businesses Rating Herefordshire as a Very Good or Good Business Location, By Business Attribute



Source: Consulting Inplace

Manufacturing

Workforce

7.24 In total, 94.17% of the employees of the businesses surveyed were employed full-time and 5.83% were employed part-time. The variation in full-time employment ranged from 83.4% in Leominster to 98.1% in Hereford. The maximum number of employees on site across all businesses, at any one time, was 77.4% of the total number employed. This suggests that there are a number of manufacturing firms that use shift work. In Hereford the maximum number of employees on site was 60% of the total number employed, which again suggests there is a significant degree of shift work.

7.25 Of the businesses surveyed 45% of the manufacturing workforce was drawn from the local community and an additional 40% from elsewhere in the county. The remaining 15% came from outside of Herefordshire

Table 7.3: Site Density Indicators for Manufacturing Premises

Area	M² per person (floorspace)		Site Density
	Total Employment	Max. Number on Site	
Hereford	59.74	99.16	0.35
Bromyard	95.38	121.87	0.21
Kington	27.00	27.00	0.45
Ledbury	58.82	58.82	0.28
Leominster	81.34	124.19	0.51
Ross on Wye	147.75	165.22	0.47
Rural Heartland	71.19	87.67	0.67
The Eastern Corridor	38.48	47.64	0.24
Total	**75.57**	**97.69**	**0.40**

Table 7.4: Percentage of Floorspace within Surveyed Manufacturing Businesses Used For Different Activities

	Office	Retail	Warehousing	R&D	Industrial	Other
Hereford	16.65	0.00	30.33	1.57	48.37	3.08
Bromyard	17.49	0.00	31.67	4.83	46.01	0.00
Kington	15.48	0.00	18.21	0.00	66.31	0.00
Ledbury	13.40	10.17	4.77	0.00	67.30	4.36
Leominster	13.30	0.40	20.46	0.00	65.84	0.00
Ross on Wye	8.00	0.10	5.95	0.00	85.53	0.41
Rural Heartland	13.63	0.39	17.13	0.00	68.36	0.48
Eastern Corridor	69.92	1.12	10.00	0.00	0.00	0.71
Total	13.87	1.14	18.15	0.71	64.69	1.44

Construction

Workforce

7.54 46.6% of the workforce live within 3 miles of where they work and 42.3% live elsewhere within Herefordshire. The remaining 11.1% live outside of the county.

7.55 96.8% of the workforce was employed on a full-time basis with the remaining 3.2% working part-time. Up to 79.7% of employed staff could be on the premises at any one time. This figure is due to some of the larger construction companies in the Rural Heartland and Leominster that operate shifts.

Wholesale

Table 7.8: Percentage of Floorspace in Surveyed Wholesale Businesses Used for Stated Activity

	Office	Retail	Warehousing	R&D	Industrial	Other
Hereford	35.40	13.74	27.05	0.00	20.84	2.97
Bromyard	2.68	0.00	24.15	0.00	72.68	0.49
Kington	-	-	-	-	-	-
Ledbury	23.44	74.64	1.91	0.00	0.00	0.00
Leominster	25.38	4.04	30.40	0.00	0.00	40.18
Ross on Wye	30.03	0.82	69.15	0.00	0.00	0.00
Rural Heartland	8.80	2.36	2.28	0.00	86.57	0.00
Eastern Corridor	5.71	22.86	71.43	0.00	0.00	0.00
Total	27.06	5.90	40.03	0.00	9.61	17.40

9 Conclusions and Recommendations

Sub Regional and Local Level

9.12 The following table summarises the main spatial priorities and objectives for key areas at the sub-regional and local level:

Table 9.1: Summary of the main sub-regional and local Spatial Priorities and Objectives

Area	Summary of Priority
Rural Regeneration Zone / cross cutting across Herefordshire	• Innovative changes in agriculture will be supported, where they assist in maintaining the viability of farming and other supporting rural businesses and where they will not have an irreversible adverse impact on the countryside; • Rural businesses will be supported, taking into account local demand, the ability to retain and grow employment opportunities and opportunities to reuse existing buildings and sites • Linking opportunity and need and developing a strong, diverse and sustainable rural economy; • Continuing development of traditional sectors of the economy, such as food and drink and including manufacturing, whilst encouraging the diversification of the business base within the county, including the provision of knowledge intensive industries, green technologies and renewable energy; • Sustainable development; and • Raise rates of entrepreneurship and new firm formation;

Overview of Market Trends and Demand

Eastern Corridor

9.20 The Eastern Corridor sub area comprises the rural area in the east of Herefordshire and the main settlement of Ross on Wye, Bromyard and Ledbury. Ross on Wye, and Ledbury to an extent, are more attractive to larger (regional, national and international) companies due to their proximity to the M50 motorway and accessibility to the wider highway network. Bromyard is not as well connected as its southern counterparts and functions as a more locally focused employment market catering for small to medium sized businesses.

Demand: Industrial and Warehousing Property

9.21 Our enquiries with local agents indicate that despite the poor economic climate there is good demand for industrial and warehouse premises in the Eastern Corridor area. This is particularly the case at Ross-onWye and Ledbury where accessibility to the strategic highway network is at its best. With regard to

Ledbury specifically, demand is apparent with interest is being shown in future development opportunities and existing companies expanding and remaining at Ledbury.

Demand: Offices

9.22 Demand for offices in the Eastern Corridor area is low and steady. Take-up of office space is generally from local firms. There is limited interest in larger units across the eastern corridor sub-area. Agents have reported a lower activity level over recent times as a result of the downturn of the economy.

9.23 The town centres of Ross on Wye and Ledbury are the larger towns in the area and naturally this is where the bulk of occupier demand is focused. These towns benefit from good road access and premises located in the heart of the town centres often attract the greatest interest due to local businesses focusing on ease of access.

Conclusions and Recommendations

Recommendations

9.59 Our recommendations relate in particular to:

A: Addressing Obstacles to the Development of Employment Sites

B: The level of protection to be given to the different sites specifically assessed as part of this study in terms of their role within the employment hierarchy;

D: Rural Settlements;

E: Local Planning Policy and Other Responses; and

F: Future Monitoring.

A: Addressing Obstacles to the Development of Employment Sites

9.60 Through this study, certain issues and obstacles have been identified which, in one way or another, could constrain the deliverability of sites within the area's employment land portfolio. The extent to which these issues affect different sites will vary from case to case.

Table 9.15: Overview of Issues and Suggested Responses

Issue	General Response
Availability of sites for expanding local businesses / smaller development opportunities	Use of policy approaches, including: a. AAPs, SPDs and Master plans on larger sites to seek to ensure range of available plots and premises, including for small and expanding businesses; b. Provision for additional employment opportunities in those parts of Herefordshire where supply of land and premises is currently restricted. This should also include development plan policies and proposals to promote employment opportunities in and around appropriate settlements outside of the County Town; and c. Influence through Economic Development and related strategies and promoting the intervention by the Marches Local Economic Partnership (LEP) and others as required.
Site Constraints where these exist (such as flood risk, access etc)	
Potential for pressure for non-employment use such as residential	Inclusion of policies in the development plan to prevent the inappropriate erosion of better-performing sites to other non-employment (generating) uses.
Certain poor quality sites and buildings which make a limited contribution to the local employment portfolio	a. Promotion of mixed use (re)development where this is a viable and effective means of enhancing a site's qualitative contribution to local townscape and employment land supply; b. For the poorest quality employment sites, consider (re)development to alternative uses and relocation of any displaced occupiers if necessary; and c. Application of a criteria-based plan policy / possible associated SPD to guide decisions concerning the release of employment sites, including individual premises outside of employment allocations and established employment estates / areas.
Sustainability and environmental consideration	a. Preparation of a Sustainability Plans and Green Travel Plans to guide future development on larger sites; and b. Preparing AAPs, SPDs and Master plans (refreshing previous planning briefs as necessary) to guide and promote development and address sustainability and (site-specific) environmental issues.

E: Local Planning Policy and Other Responses

Planning Policy Responses

9.82 We would recommend that a hierarchical policy approach towards the protection and promotion of the employment portfolio, as summarised in Table 9.24, be considered for inclusion within the LDF:

Table 9.24: Suggested LDF Employment Policy Hierarchy

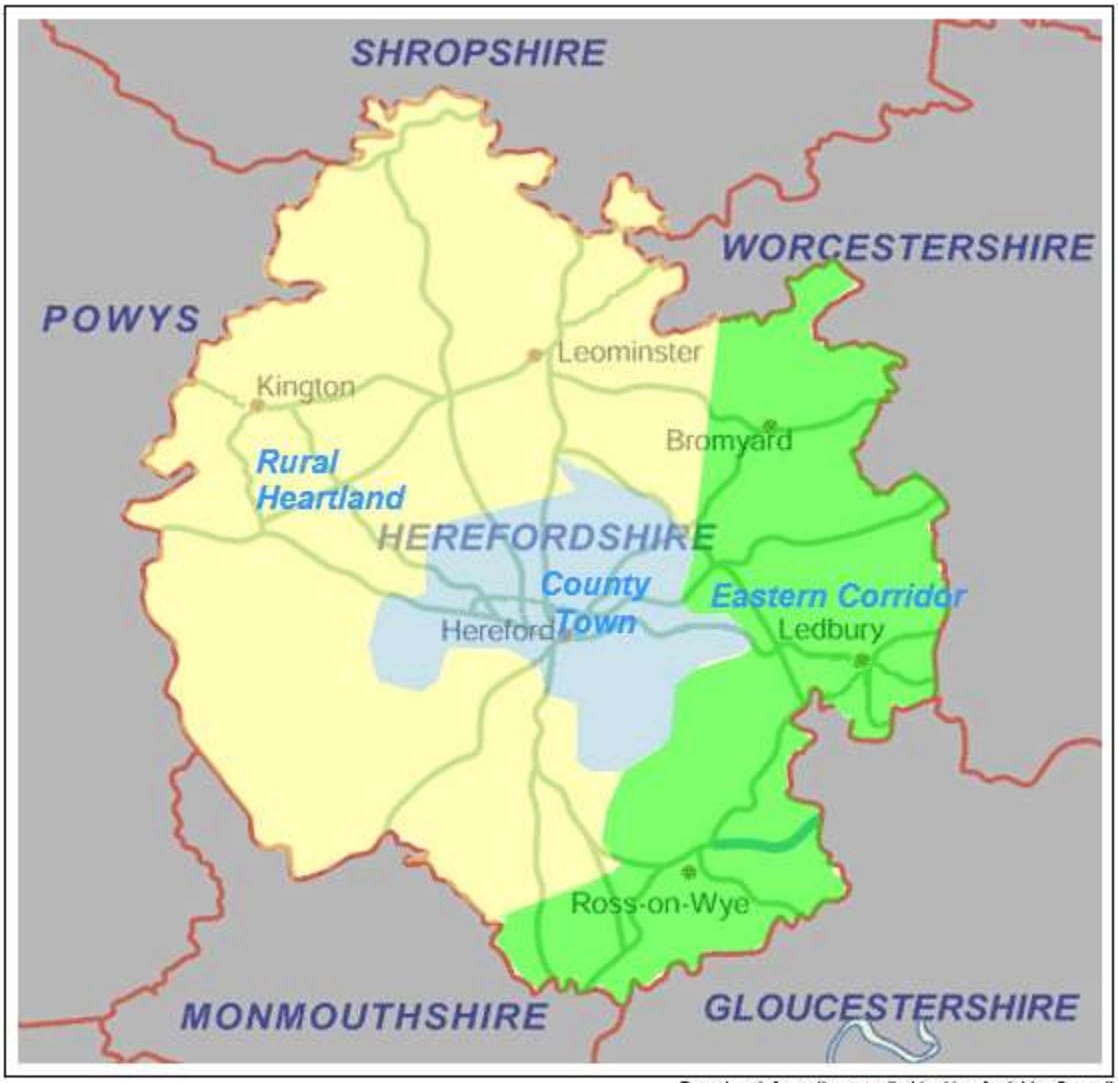
Issue	Policy Response
'Best' Sites	Identify 'Best' new employment opportunities and existing sites, protect for B class employment uses, set out site-specific development requirements where relevant. If industrial in nature, may be appropriate for waste management facilities.
'Good' Sites	Identify 'Good' new employment opportunities and existing sites, protect for B-class employment use, set out site-specific development requirements where relevant. If industrial in nature, may be appropriate for waste management facilities.
'Moderate' Sites	Identify 'Moderate' sites and opportunities. Adopt a criteria-based policy to assess non-B class uses which may come forward through the development control process. Also apply criteria generically to proposals which would result in the loss of premises not specifically assessed as part of this study, such as important local employment providers in rural areas. If industrial in nature, may be appropriate for waste management facilities.
'Poor' Sites	Identify 'Poor' sites as those which can be released from the employment hierarchy (possibly actively promote for other forms of development including mixed use development through the LDF). May be appropriate for waste management facilities.
General approaches to promote new employment in urban and rural areas	General policy to promote small-scale sustainable employment opportunities in and on the edge of the Hereford City area and other larger settlements (notably in those sub areas where supply is currently restricted).
	a. General policy to promote / guide new employment development / expansion within urban areas; b. General policy to promote / guide expansion of existing employment uses in rural areas, including new local / small scale employment opportunities within and on the edge of Service Centres and Hubs, and Local centres; c. Promotion of rural diversification and the re-use of rural buildings for employment generating uses in the first instance; d. Enhance currently available opportunities for new office development in central urban areas, particularly Hereford City. e. Enhance supply of employment land in certain Market Towns, namely Bromyard, Ledbury and Leominster.

Herefordshire County Employment Land Study 2012

Appendices Document

Appendix 1

Plan Illustrating Sub-Division of the Study Area



Based on information supplied by Herefordshire Council

Condition of employment land in the NP Area

Office provision