

# **Provision of Employment Land Requirements**

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Herefordshire County Council

Final Report

October 2022

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## 1.0 INTRODUCTION

- 1.1 The Provision of Employment Land Requirements Study has been prepared by BE Group on behalf of Herefordshire Council. This study reviews the employment land provision in the adopted Core Strategy and provides advice on how employment land can be provided for in the revised Local Plan 2021-2041, currently under development.
- 1.2 The study looks at employment land provision in Hereford and the market towns of Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye to ensure that the bulk of the forecast requirement for Herefordshire can be accommodated within the main urban settlements of the County.
- 1.3 BE Group is a property and regeneration consultancy with substantial experience in assessing employment land supply and demand in local authorities throughout England and Wales. BE Group provides this independent assessment of employment allocations in Herefordshire as part of the evidence base for the emerging Local Plan.

### **Methodology**

- 1.4 This study has utilised primary and secondary research methods to assess the employment allocations within Herefordshire. The existing policy framework has been reviewed to understand the context within which the employment market exists. The study reviews the socio-economic and property markets within Herefordshire, drawing on published demographic, employment, commercial transactional and vacancy information. The property market has also been reviewed through consultations with commercial agents active in the local market.
- 1.5 A survey of businesses currently operating in Herefordshire was undertaken in April 2022 to understand the reasons for locating in the area, advantages and disadvantages of operating a business in Herefordshire and whether businesses had any requirements for further land or premises.
- 1.6 Employment forecasts produced by Oxford Economics and employment land take-up information for Herefordshire were used to assess the demand for employment land in Herefordshire, including the six main towns over the period 2021-2041.
- 1.7 The supply of employment land was reviewed through on-the-ground assessments of allocated employment land, including a critique of the potential of those sites to meet market demand over the forecast period.

- 1.8 The report provides a series of recommendations based on the assessment of the market and the supply and demand of employment land in Herefordshire. These recommendations have been written to guide the development of the emerging Local Plan in relation to employment land provision.

## 2.0 POLICY CONTEXT

2.1 The following documents have been reviewed

### ***Herefordshire Local Plan Core Strategy 2011-2031***

2.2 The current Core Strategy was adopted by Council on 16 October 2015 and is a key document in the production of the Local Plan. For economic prosperity in Herefordshire new employment land will look to complement new houses with ‘*a genuine commitment by all businesses to sustainable development which will underpin a unique quality of life*’.

2.3 Policy E1 – Employment Provision states that the “*focus for new employment provision in Herefordshire is to provide a range of locations, types and sizes of employment buildings, land and offices to meet the needs of the local economy. Larger employment proposals will be directed to the strategic employment sites of Hereford, the market towns and rural industrial estates where appropriate.*”

2.4 The text supporting Policy E1 states that there will be opportunities to diversify employment in Herefordshire would be through “*a greater emphasis on extending and enlarging enterprise parks in Hereford and the market towns and allowing more flexibility in the rural areas for employment development such as home working and live/work units.*”

2.5 For Hereford, the policy states that it would continue to supply a large proportion of the employment land supply for the County. The following existing employment areas in Hereford are specifically mentioned:

- Hereford Enterprise Zone (>120 ha)
- Westfield Trading Estate (25 ha)
- Three Elms Trading Estate (3 ha)
- Holmer Road (16 ha)

2.6 The market towns of Bromyard, Kington, Ledbury, Leominster and Ross-on-Wye will also have important roles in the provision of employment land in Herefordshire, including through existing employment areas and new strategic employment sites. The market towns’ new strategic employment sites will be the primary locations of a range of employment premises and complement the Hereford Enterprise Zone in Hereford.

2.7 The following table summarises the comments within Policy E1 of the Core Strategy in relation to the strategic employment sites within the market towns.

**Table 1 – Market Town Strategic Employment Sites, Core Strategy**

<b>Employment Site</b>	<b>Comments in Core Strategy</b>
Leominster Enterprise Park, Leominster	Site at the south-east of Leominster, designated in the Employment Land Study 2012 as of 'best quality'. 15 ha site to cater to a mix of B1 (now E(g)), B2, B8 uses. Core Strategy states that it is likely to be fully developed in first half of planning period with an additional 5-10 ha required to extend the Enterprise Park to the south.
Southern Avenue, Leominster	33 ha site adjacent to Leominster Enterprise Park and rated 'good' in Employment Land Study 2012. Limited opportunities for expansion of this area.
Land between Little Marcle Road and Ross Road, Ledbury	South-west of Ledbury, comprising 12 ha to support employment growth needs of Ledbury. Rated as 'moderate' and expected to comprise a mix of employment uses, particularly smaller businesses.
Model Farm, Ross-on-Wye	10 ha site to the east of Ross-on-Wye, intended to provide a mix of B1 (now E(g)), B2, B8 uses, including innovative knowledge-based industries.

*Source: Herefordshire Core Strategy, adopted 2015*

2.8 These sites have been reviewed as part of this 2022 study, including reviewing the potential for the sites to be developed for employment uses over the planning period.

2.9 Policy E1 also envisages some employment uses in rural areas to allow for diversification of the economy, particularly strengthening food and drink production, new environmental technologies or home-based businesses.

2.10 Section 4 of the Core Strategy provides policies on specific areas, including the six settlements to be examined within this report. The following table provides a summary of the relevant policies.

**Table 2 – Relevant Place Shaping Policies, Core Strategy**

<b>Policy</b>	<b>Comments in Core Strategy</b>
HD7 – Hereford Employment Provision	This policy supports the expansion of the city centre, including new office provision and a better environment for existing businesses. The Hereford Enterprise Zone is supported, including noting a focus on defence and knowledge sectors. The policy also encourages small-scale environmental and knowledge-based employment opportunities for Hereford. New employment areas are supported, particularly through the development of strategic urban extensions.
BY1 – Development in Bromyard	Bromyard will accommodate around 5 ha of new employment land in the planning period, with the Bromyard Development Plan anticipated to identify the location of the 5 ha. Development could include live/work units and where employment land is located adjacent to residential areas could be limited to B1 (now E(g)).
KG1 – Development in Kington	New employment uses should be brought forward to meet the needs of the Kington and West Herefordshire Housing Sub-Market Area. Employment uses are expected to be small scale. It is recognised that the provision of employment uses may not be able to be located within or even immediately adjacent to the existing town.
LB1 – Development in Ledbury	Ledbury is to accommodate a minimum of 15 ha of new employment land within the planning period. Around 12 ha of this new employment land would be provided on land south of Little Marcle Road, providing opportunities for medium and large enterprises.
LB2 – Land north of the Viaduct (Ledbury)	Employment land of 3 ha to provide for B1 (now E(g)), complementing the larger employment area. Small-scale sites for employment uses will be identified through a Neighbourhood Development Plan.
LO1 – Development in Leominster	Leominster Enterprise Park will continue to serve the employment needs of the town and will include an extension of up to 10 ha to the south of the Enterprise Park, which will be phased according to needs. Small-scale employment site proposals will be encouraged within the town.
LO2 – Leominster urban extension	The urban extension to the south-west of Leominster will include the potential for employment opportunities as demand arises in the form of B1 (now E(g)) units and live/work units.
RW1 – Development in Ross-on-Wye	Ross-on-Wye will include approximately 10 ha of new employment sites. Land to the north of the strategic housing site at Model Farm will be the site for a mix of employment uses. Employment land needs will be monitored in Ross-on-Wye and identified additional needs will be addressed through policies in the Core Strategy, a review of the Core Strategy, a Neighbourhood Development Plan or other Development Plan document for the area.

Source: Herefordshire Core Strategy, adopted 2015

**Ledbury Neighbourhood Development Plan, 2018-2031**

- 2.11 The Ledbury Neighbourhood Development Plan’s vision includes a statement to widen the local economy as a means of reducing out-commuting, diversifying the economy and “to continue the technology corridor from the midlands via Malvern, in order to

attract high-tech and R&D businesses to Ledbury.”

- 2.12 The Ledbury Neighbourhood Development Plan includes policies to support new employment sites (including regenerating brownfield sites) and protecting existing employment land. The Neighbourhood Development Plan includes maps that identify the new employment land sites at Little Marcle Road, north of the Viaduct and at Lower Road Trading Estate.

***Leominster Area Neighbourhood Plan, January 2019***

- 2.13 The Leominster Area Neighbourhood Plan was adopted in 2019. It includes a vision for Leominster for 2031 that includes a statement for employment, stating that *“the working population will have opportunities to work from home, or in businesses, or services which provide low-energy, low-pollution, and low-impact working environments.”*

- 2.14 The Neighbourhood Plan refers to the Local Plan Core Strategy’s policy to support the Leominster Enterprise Park, including its expansion to the south for up to 10 ha, as well as the Core Strategy’s urban extension area including employment opportunities.

- 2.15 The Neighbourhood Plan identifies the need to increase employment opportunities and having a ready supply of employment land as key issues for Leominster. The Plan outlines Objectives for Leominster, including *“to create a prosperous Leominster”* which includes statements to increase employment opportunities, access to employment areas and ensuring a deliverable supply of small-scale employment land.

***Ross-on-Wye Neighbourhood Development Plan 2019-2031***

- 2.16 The Ross-on-Wye Neighbourhood Development Plan was adopted in 2021 and guides growth in the town to 2031.

- 2.17 The Neighbourhood Development Plan identifies a range of issues to be addressed within the town, including need for further employment land and lack of good quality new places to work. The Neighbourhood Plan includes five Objectives, under which sub-objectives, policies and actions have been laid out. Objective 3 – to protect, enhance and diversify the economy – covers issues of employment land and opportunities.

- 2.18 Policy E1 – New Employment Development – states that *“New employment development, including but not limited to the provision of starter units and/or shared*



*service accommodation and the development of offices will be supported. Tourism and leisure development that enhances the offer and which does not detract from the vitality and viability of the town centre will be supported. All employment development should respect local character, residential amenity and highway safety.”*

- 2.19 In the Neighbourhood Plan’s consideration of development strategy and sites, it is noted that the approved development at Model Farm will deliver at least the 10 ha of employment land identified in the Local Plan as being required for Ross-on-Wye. Further development sites are explored in the Neighbourhood Plan, but these are for residential schemes.

### ***Economic Development Strategy for Herefordshire 2011-2016***

- 2.20 This document focuses upon the current and future vision for Herefordshire’s economy and the strategy to increase the wealth of the County through four main aims reflected in an action plan of:
- *‘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 enterprises can flourish’*
- 2.21 Key priorities for the business profile of the county have been discussed with the manufacturing sector of Herefordshire employing a high proportion of the population, higher than seen in England and the West Midlands. 40 percent of this sector is based outside of Hereford within the small market towns such as Bromyard. Whilst overall the public sector seems to be shrinking, it still remains a significant local employer for the region in the health services, education, emergency services and the local government.
- 2.22 Herefordshire is part of a local enterprise partnership (LEP) with neighbouring counties of Shropshire and Telford because of *‘the synergies between the economies and common issues’* known as The Marches LEP. This partnership will use shared resources to benefit local businesses across the areas, through improving and utilising local supply and exporting links.
- 2.23 Development of the strategic aims will be measured through a series of key results, per aim, hoping to deliver and shape private sector development and public sector

intervention in the county.

***Invest Herefordshire – Herefordshire’s Economic Vision***

2.24 This overall aim of the economic vision aims is to create a plan to capitalise on Herefordshire’s full economic potential through being ambitious, yet sustainable and achievable. Four key roles of the plan have been established of:

- *‘To support the growth of the Herefordshire economy by identifying priority projects*
- *To attract investment to Herefordshire and guide it within the county*
- *To raise the profile of Herefordshire and the investment opportunities*
- *To provide Herefordshire with clear priorities for negotiations’.*

2.25 For the business sector of Herefordshire, 10,000 new jobs and 1,000 new businesses to be created by 2031 is the target. The vision includes creating the conditions in the County to encourage new business start-ups and improved productivity. The Hereford Enterprise Zone *“will be fully occupied and a range of relevant, attractive business parks will operate within the city and the market towns in locations that capitalise on the motorway and trunk road network.”*

2.26 It is noted that the Invest Herefordshire document will soon be replaced by the *Big Economic Plan*, which is currently being prepared.

***Bromyard Investment Plan 2021***

2.27 The Bromyard Investment Plan was one of five Market Town Investment Plans prepared on behalf of Council in 2021. The Bromyard Investment Plan sets out a vision for the town, including it being a place that encourages inward investment, a place that is recognised for its artisan food and drink culture and experiential tourism, having a diverse and exciting retail offer and a more accessible place.

2.28 The Investment Plan identifies the key issues facing Bromyard and recommends a series of projects to address these issues. One issue highlighted is the shortage of employment opportunities in Bromyard, including the market failure that new employment land has not come forward.

2.29 The report recommends the development of a Bromyard Eco-Hub of 8 ha to meet employment land needs and develop a competitive presence in the emerging green technology sector. The report recommends the acquisition of land on/adjacent to the

Linton Trading Estate for the purposes of this Eco-Hub.

***Kington Economic Investment Plan 2021***

- 2.30 The vision for Kington is outlined in the Investment Plan and includes that Kington is to be a town linked to vibrant rural communities where individuals, businesses, creativity and community thrive, care and work together.
- 2.31 The issues outlined in the Investment Plan include that Kington is a smaller market town than other towns in Herefordshire and has a relatively smaller employment provision.
- 2.32 The projects to address the identified issues include the provision of a new employment site. The project description states that there *“is an opportunity to bring forward land near to the existing Hatton Gardens Industrial Estate for small-scale B1 and B8 uses or along the Kington Bypass. Herefordshire Council could seek to acquire a site to ensure an improved supply of employment land and premises to serve the town.”* An indicative land area requirement is not provided but the Plan states that the timescale for the project is five years.

***Ledbury Investment Plan 2021***

- 2.33 The Investment Plan’s vision for Ledbury includes that the town will continue to be a vibrant, thriving community, both socially and economically. It will continue to be an attractive place for residents and visitors, including supporting a successful tourist industry.
- 2.34 The Investment Plan recognises that while the town is less deprived than the England average and has a higher proportion of higher value properties, new housing development has not yet been accompanied by additional employment land development.
- 2.35 The recommended projects for Ledbury include two employment sites. A 3 ha allocation at the Viaduct is recommended for the provision of high tech business units, including incubator space. This is consistent with the Core Strategy provision at this location. A second employment site at Little Marcle Road could provide 2.7 ha. This is a brownfield site under the control of Heineken, but they have indicated that it is surplus to requirements. It is recognised in the Investment Plan that the site may not be attractive to the market due to very high costs for site remediation and thus there would be a strong rationale for public sector intervention.

***Leominster Town Economic Investment Plan 2021***

- 2.36 The key strategic objectives for Leominster outlined in the Investment Plan includes to share its heritage and welcome visitors; to commit to sustainable growth; and build on its strategic location on the Welsh border and in the Marches.
- 2.37 Relevant issues identified include the low employment opportunities in the town, low income levels and low skilled workforce.
- 2.38 Projects supporting employment growth include the extension of the Leominster Enterprise Park of 10 ha, which is in line with the Core Strategy. The timeframe for this project is stated as five years (to commence) and it is to serve the medium to long term needs of Leominster. A further project proposed is the Leominster Incubation Hub to provide co-working and start-up space in the town. The Investment Plan identifies three buildings/sites that are options for the Incubation Hub, being the former Barclays bank, the Old Priory or the Marsh Court site (for a new build scheme). The timescale for this is stated as one to five years. The Marsh Court site is identified as a site for a wider mixed-use project, including medical, light industrial, senior living, hotel and artisan food and drink retailing.

***Ross-on-Wye Investment Plan 2021***

- 2.39 The vision for Ross-on-Wye is to make the town an excellent place to live and work, a great destination for visits and holidays and a place where businesses and social enterprises can start, grow, innovate and thrive.
- 2.40 The relevant issues identified in the Investment Plan include recognition that Ross-on-Wye is less deprived area than England averages, but has an ageing population, meaning it has fewer jobs per capita than the Herefordshire average. There have been recent declines in the overall number of jobs in the town (pre-pandemic years).
- 2.41 The employment projects include the Model Farm (Ross Enterprise Park) project, which is in Herefordshire County Council ownership and has outline approval for 29,400 sqm of B1 (now E(g)), B2 and B8 uses. The timescale for this is five years. The second proposed project including employment land is the Broadmeadow and Tanyard Lane scheme, which is proposed for a mixed-use development of approximately 18 ha. A masterplan is required for this project. The uses would include (subject to the masterplan) offices, research and development, light industry, retail, housing and open spaces. The timescale is within ten years.

### 3.0 SOCIO-ECONOMIC PROFILE

#### Introduction

- 3.1 This section provides a summary profile of the prevailing social and economic conditions in Herefordshire. It aims to provide the socio-economic context which shapes employment land demand and supply factors in the study area to facilitate sustainable growth. It also provides an important context for understanding economic demand/need, having regard to the wider regional and national economies.
- 3.2 This section therefore considers the size of the economy, where the businesses are, and what type of businesses they are. By appreciating these aspects, it is easier to facilitate economic development by allocating land and premises in the correct locations and of the right type. The profile is a result of secondary research, drawing together several existing data sources. It also uses demographic data to build the picture, given that there were no readily available answers to some of the key questions included within this section.
- 3.3 The first round of 2021 Census data has been released by the Office of National Statistics (ONS), which provides information on population and age groups of the residential population at the local authority level. Smaller areas (e.g. local towns) and more detailed information Census information, including workforce data, will be periodically released over the remainder of 2022 and 2023.

#### Population

- 3.4 Herefordshire had a population of 187,100 persons as at the time of the 2021 Census in 2020, 3.1 percent of the West Midlands total.

**Table 3 – Population Change 2011-2021**

Local Authority	2011 Population	2021 Population	Population change	Percentage change
England	53,107,200	56,597,300	3,490,100	6.6
West Midlands	5,608,700	5,950,800	342,100	6.1
Herefordshire	183,600	187,100	3,500	1.9

Source: ONS Census 2021, Population Estimates

- 3.5 As Table 3 shows, Herefordshire saw a modest 1.9 percent population growth between 2011 and 2021, lower than the growth seen across the West Midlands (6.1 percent) and England (6.6 percent).

- 3.6 Table 4 below breaks the population down into age groups based on the Census 2021 data. It can clearly be seen that Herefordshire has an older population profile in comparison to West Midlands and England, with a much greater proportion of the population found in the 50-64 years and 65+ age groups (22.3 and 25.9 percent, respectively).

**Table 4 – Age Breakdown, 2021**

Age	Herefordshire		West Midlands		England	
	No.	Percent	No.	Percent	No.	Percent
0-14	28,000	15.0	1,078,100	18.1	9,838,700	17.4
15-24	17,300	9.2	720,900	12.1	6,633,300	11.7
25-49	51,400	27.6	1,886,600	31.7	18,646,400	40.0
50-64	41,800	22.3	1,147,900	19.3	10,970,100	19.5
65+	48,400	25.9	1,117,200	18.8	10,401,200	18.4
<b>Total</b>	<b>187,100</b>	<b>100.0</b>	<b>5,950,800</b>	<b>100.0</b>	<b>56,597,300</b>	<b>100.0</b>

Source: Census 2021

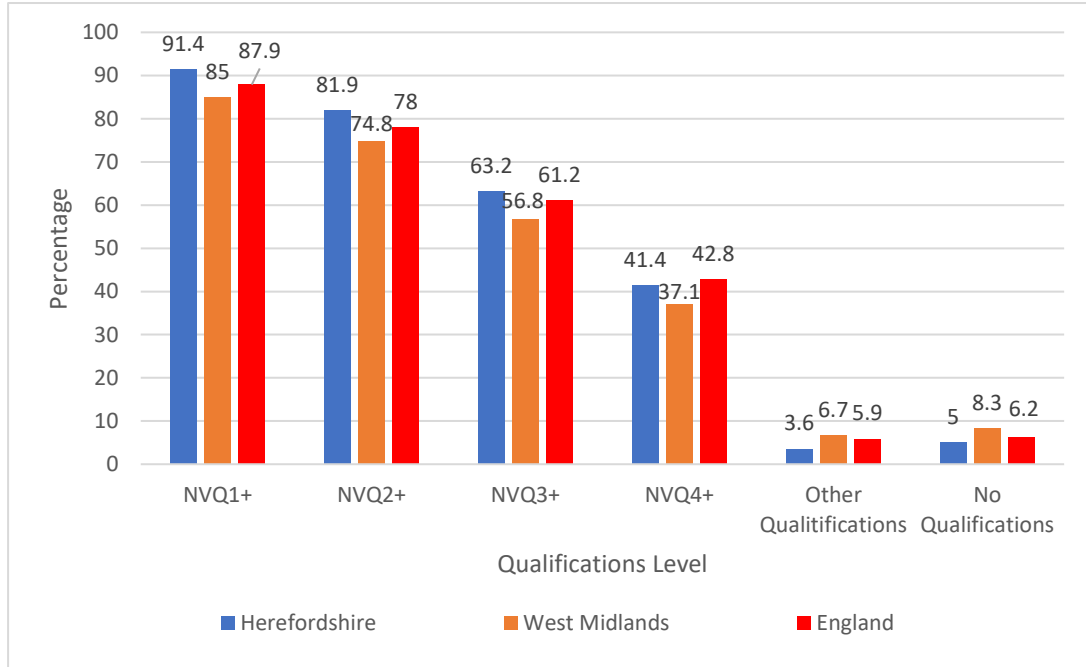
- 3.7 The 2018-based population forecasts prepared by the ONS (released in March 2020) estimate that the Herefordshire population will increase from 196,649 persons in 2021 to 218,203 persons in 2041, an increase of 11 percent. It is noted that the base 2021 estimate of these forecasts is higher than the initial estimate from the 2021 Census results, which may be due to demographic changes precipitated by the pandemic and resulting lower than anticipated population as of the time of the 2021 Census.
- 3.8 The 2018-based population forecasts estimate that the population growth is largely expected to be driven by the traditional retiree age groups (65+ years), which is estimated to grow by 20,223 persons, whereas the typical working age population 15-64 years is forecast to grow by only 1,483 persons. This will have implications for the availability of labour, the types of services required for the local population and the need for employment opportunities.
- 3.9 By comparison, Oxford Economics forecasts purchased in 2022 as input to this study, estimate that the Herefordshire population will *decline* from 193,100 in 2021 to 176,000 by 2040, with the 16-64 year old cohort declining by 21,600 persons.

3.10 This variation highlights the uncertainty in population forecasts, particularly when substantial economic shocks such as the pandemic can have implications for growth trajectories. However, it is agreed in the growth forecasts that the population will continue to age and the working age population will reduce as a share of the overall population.

**Skills and Qualifications**

3.11 Figure 1 shows that Herefordshire has a well-educated population, with the proportion of individuals with NVQ1+, NVQ2+ and NVQ3+ qualifications above both the regional and national average. The proportion of individuals qualified to NVQ4+ is above the regional average, but lower than the national average. Conversely, just 5.0 percent of the Herefordshire population has no qualifications, lower than the regional (8.3 percent) and national (6.2 percent) averages. The slightly lower level of NVQ4+ qualifications is likely to be due to the limited university options within the County and a more limited range of professional level positions available within the County, compared to national averages.

**Figure 1 – Qualifications**



Source: Annual Population Survey, 2021

**Current Sectoral Composition**

3.12 The following section uses Business Register and Employment Survey (BRES) data to measure sectoral employment composition across Herefordshire. It should be noted

that BRES data is based on an annual national survey and thus the data available at the local level is rounded and subject to uncertainties. Figures in this section should thus be taken to represent broad trends only.

3.13 Table 5 below outlines the number of individuals in employment across the various sectors in the market towns of Herefordshire. The three largest employment sectors for each area are highlighted in red.

**Table 5 – Economic Activity by Sector, 2020**

Sector	Employment Structure						
	Bromyard	Hereford	Kington	Ledbury	Leominster	Ross-on-Wye	Herefordshire
Agriculture, forestry and fishing	0	20	30	0	0	0	11,000
Mining, quarrying and utilities	0	20	10	0	0	0	150
Manufacturing	510	5,430	80	670	670	510	11,000
Electricity, gas, steam and air conditioning	0	130	0	0	0	0	175
Water supply, sewerage and waste management	0	305	0	20	20	30	500
Construction	60	1,445	100	90	420	130	4,500
Wholesale and retail trade	220	6,770	325	825	1,520	1,395	14,000
Transportation and storage	40	1,055	105	160	80	120	2,000
Accommodation and food services	50	2,290	75	360	245	450	6,000
Information and communication	10	415	60	35	50	145	1,500
Financial and insurance	10	330	10	20	50	55	900
Property	0	1,065	25	40	20	100	1,750
Professional, scientific and technical	90	1,970	120	395	265	340	4,500
Business administration and support services	105	2,620	225	75	370	355	6,000
Public administration and defence	20	810	10	80	50	40	1,500
Education	80	2,970	100	270	295	290	7,000
Health	575	6,625	200	415	875	435	12,000
Arts, entertainment and recreation	20	555	15	155	135	110	1,500
Other Services	25	835	25	70	125	375	2,000
<b>Total</b>	<b>1,815</b>	<b>35,660</b>	<b>1,515</b>	<b>3,680</b>	<b>5,190</b>	<b>4,880</b>	<b>87,975</b>

Source: BRES



- 3.14 Overall, it is noted that there is relative consistency in the sectors that are the largest across the towns and Herefordshire as a whole, with Health, Wholesale and retail trade and Manufacturing being in the three largest employment sectors for most areas. Ross-on-Wye's larger role in accommodation and food services and Kington having a larger Business administration and support services sector than Manufacturing are notable exceptions.
- 3.15 The Wholesale and retail trade sector held the greatest share of employment within Herefordshire, employing 14,000 individuals in 2020, equivalent to 15.9 percent of total employment. Hereford accounted for almost half (48.4 percent) of employment within this sector in Herefordshire. Given Hereford's size relative to the other market towns assessed, this is a trend seen in several of the sectors. The Wholesale and retail sector is the largest employer in five of the six settlements.
- 3.16 The Health sector accounted for the second largest proportion of employment, 13.6 percent. The Health sector is especially relevant in Bromyard, as it makes up the largest proportion of employment in this town, 31.7 percent. It is noted that the majority of the jobs within these two sectors are likely based within hospitals or town centre spaces and not in E(g), B2 or B8 premises.
- 3.17 The Manufacturing sector plays a large role in the Herefordshire economy, with 11,000 in employment. All settlements except for Kington employ more than 500 individuals in the sector. Manufacturing has a key role in Bromyard, accounting for 28.1 percent of employment.
- 3.18 The agriculture sector also accounted for 11,000 individuals in Herefordshire in 2020. Employment in this sector typically takes place in rural settings. This is demonstrated in Table 5, with just 50 of the 11,000 employees working in one of the six main settlements.
- 3.19 Private sectors which are typically found within offices comprise:
- Information and communication
  - Financial and Insurance
  - Professional, scientific and technical
  - Business Administration and support services.

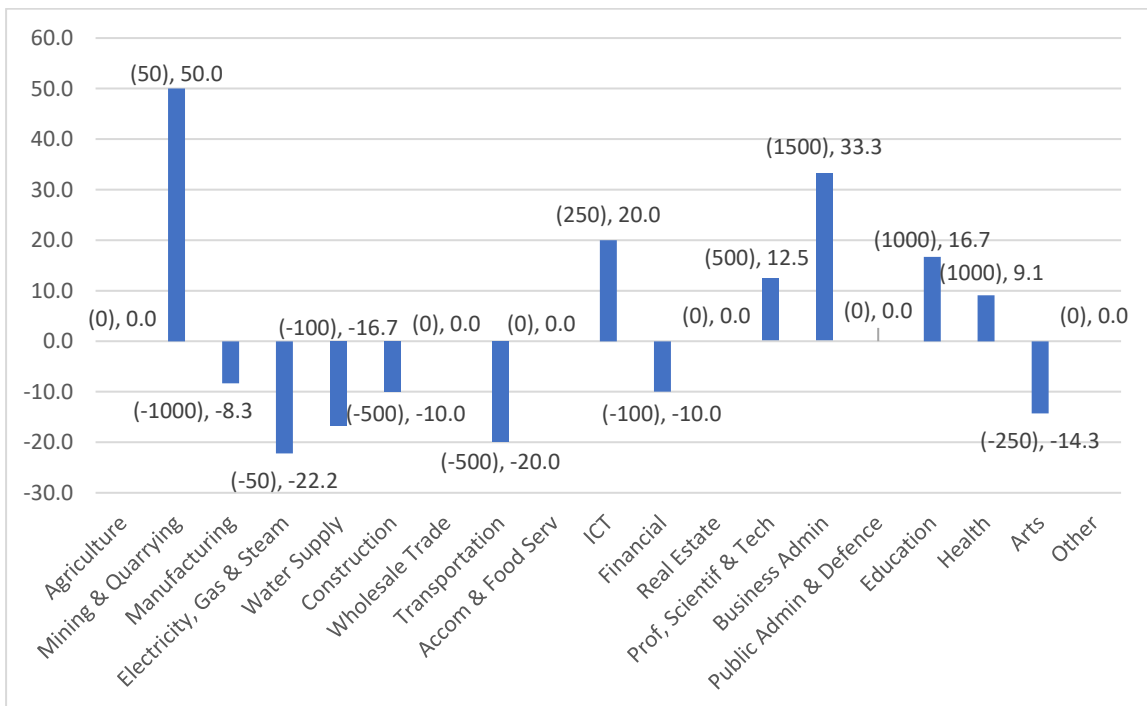
3.20 These sectors accounted for a combined total of 14.7 percent or 12,900 jobs in 2020. 5,335, or 41.4 percent, of those employed in office-based sectors were employed in Hereford, suggesting that Hereford is the core office location in the county. The majority of the office-based employment in the County is within the Business administration sector, 46.5 percent.

3.21 The Financial sector plays a small role in the Herefordshire economy, employing just 900 individuals, equivalent to 1.0 percent of the total. Other sectors with a limited role include Mining and quarrying, Electricity, gas and steam and Water supply.

**Growth and Decline of Sectors, 2015-2020**

3.22 As of 2020 within Herefordshire, there were a total of 87,975 jobs split between 18 different sectors. Overall, between 2015-2020, the total number of jobs increased by 1,800, or 2.1 percent. Figure 2 breaks down the change in the number of jobs by sector.

**Figure 2 – Change in Employment by Sector, 2015-2020**



Source: BRES

\*Number in brackets is number of businesses which were gained/lost

3.23 Six of the 19 sectors saw employment increase between 2015 and 2020. The largest percentage increase was observed in the Mining and quarrying sector, which grew by

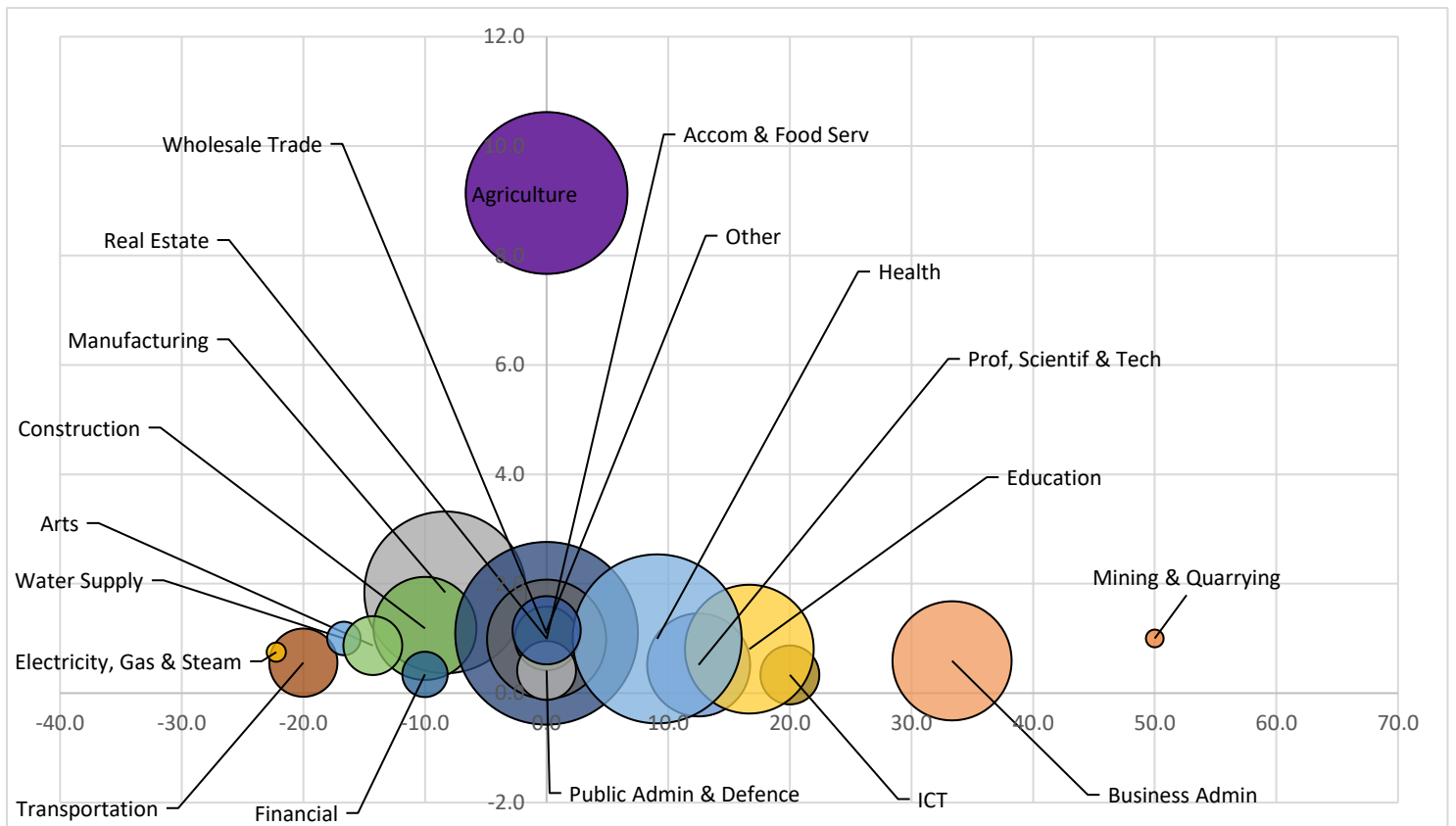
50.0 percent, equivalent to 50 additional employees. The largest numerical increase in employment was seen in the Business administration sector, growing by 1,500 individuals, equivalent to 33.3 percent growth. Substantial growth in employment was also observed in the Education and Health sectors, both growing by 1,000 employees, equivalent to 16.7 and 9.1 percent growth, respectively.

- 3.24 The ICT sector and Professional, technical and scientific sector also grew, by 20.0 and 12.5 percent respectively. Along with the growth in employment in Business administration, the office-based sectors have seen a net increase in employment of 2,150, equivalent to a 20.0 percent increase. The only office-based sector to not grow in size was the Financial sector, which saw a fall in employment by 100 jobs, equivalent to a 10.0 percent decline.
- 3.25 The Manufacturing sector saw a substantial loss of employment of 1,000 workers, equivalent to an 8.3 percent decline. This matches the trend observed across the United Kingdom, with the Manufacturing sector in general decline in terms of employment numbers.
- 3.26 Two sectors saw a loss of 500 employees, Construction and Transportation. This was equivalent to a 10.0 and 20.0 percent decline respectively. Decline was also seen in the Electricity, gas and steam sector (-22.2 percent), Water supply (-16.7 percent) and the Arts sector (-14.3 percent).

### **Location Quotient**

- 3.27 Location Quotients (LQ) are a measure of an area's specialisms within the local economy, compared to the national level. An LQ of 1.0 means that the proportion of that sector in the local area is the same as the proportion of that sector nationally, and an LQ of 2.0 means that the proportion locally is double the national average, thereby suggesting a local specialism, with the higher the LQ meaning a stronger specialism. Figure 3 displays the LQs for Herefordshire, along with both the size of a sector in 2020 (the size of the circle) and its growth through employment numbers over 2015-2020 (the X-axis).

**Figure 3 – Location Quotients vs Employment vs Growth, 2015-2020**



Source: BE Group analysis of BRES

3.28 Location Quotients are displayed on the vertical axis (y axis), describing the proportion of employment within a sector in Herefordshire relative to England in 2020.

3.29 The sectors situated at the top of the diagram (i.e. at the top of the vertical axis) show the sectors which have a high degree of localised specialisation, compared to England. Agriculture displays the highest degree of specialisation, being 9.1 times the average size of the sector in England. ICT had the lowest LQ, scoring at 0.3. This implies that this sector is a third of the size of the sector in England.

### Number and Sizes of Businesses

3.30 There were 10,385 VAT and PAYE registered businesses operating in Herefordshire as of 2021. There were 219,395 businesses registered within the West Midlands, meaning Herefordshire accounted for 4.7 percent of firms within the region. A breakdown of these businesses by size is shown in Table 6 and compared with wider averages.

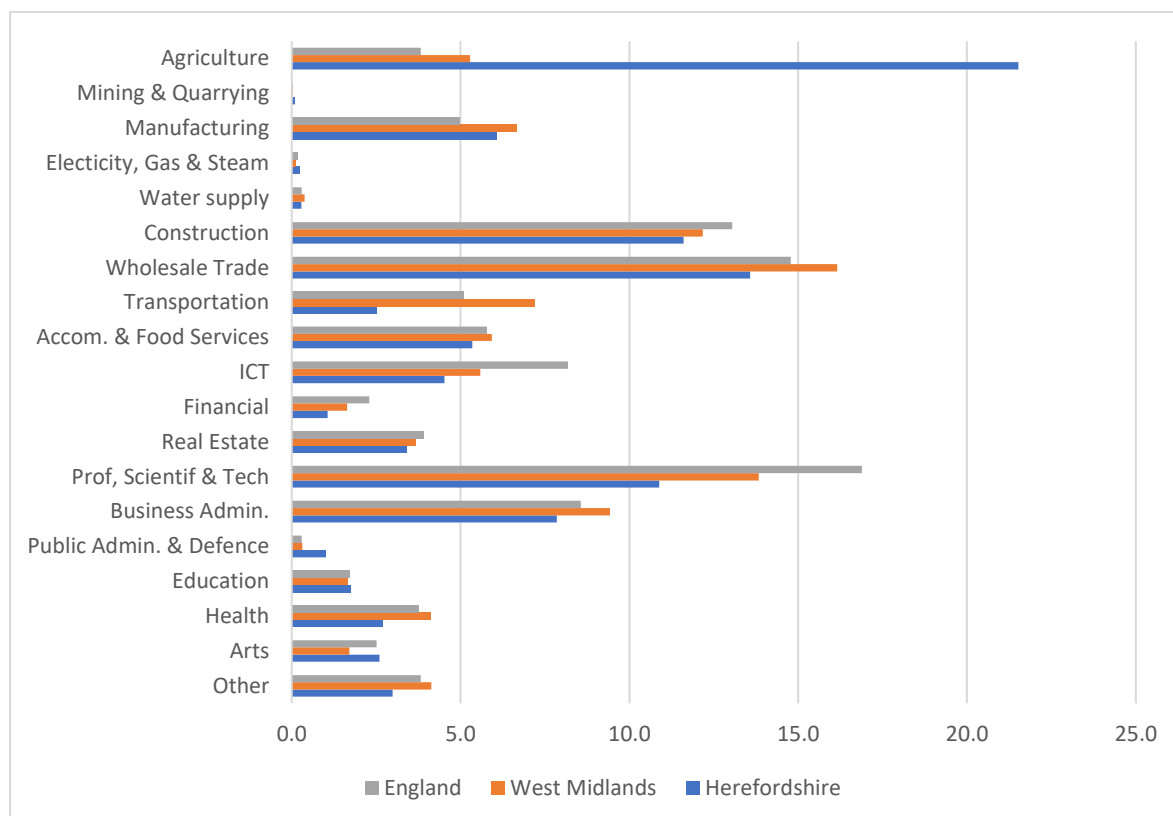
**Table 6 - Businesses by Size Category**

Area	Number/ Percentage	Employees						
		Micro		Small		Medium		Large
		0-4	5-9	10-19	20-49	50-99	100-249	250+
Herefordshire	Number	8,095	1,255	560	315	85	50	30
	Percentage	77.9	12.1	5.4	3.0	0.8	0.5	0.3
West Midlands	Number	170,325	26,005	12,225	6,535	2,195	1,170	935
	Percentage	77.6	11.9	5.6	3.0	1.0	0.5	0.4
England	Number	1,889,275	261,770	129,555	69,765	23,280	13,010	9,305
	Percentage	78.9	10.9	5.4	2.9	1.0	0.5	0.4

Source: ONS, 2022

- 3.31 The total number of micro firms (0-9 employees) in Herefordshire was 9,660, accounting for 90.0 percent of businesses. This proportion is similar but slightly higher than both the regional (89.5 percent) and national (89.8 percent) trends. Small businesses made up 8.4 percent of businesses, equivalent to 875 firms.
- 3.32 The share of medium-sized businesses Herefordshire (1.3 percent) was below both the regional and national share, which was 1.5 percent for both. Finally, the share of large businesses was marginally lower in Herefordshire, 0.3 percent, compared to the 0.4 percent share observed both in the West Midlands and England.
- 3.33 The businesses can also be broken down by industry sector, as seen in Figure 4.

**Figure 4 – Businesses by Sector Percentage, 2021**



Source: Business Count, 2022

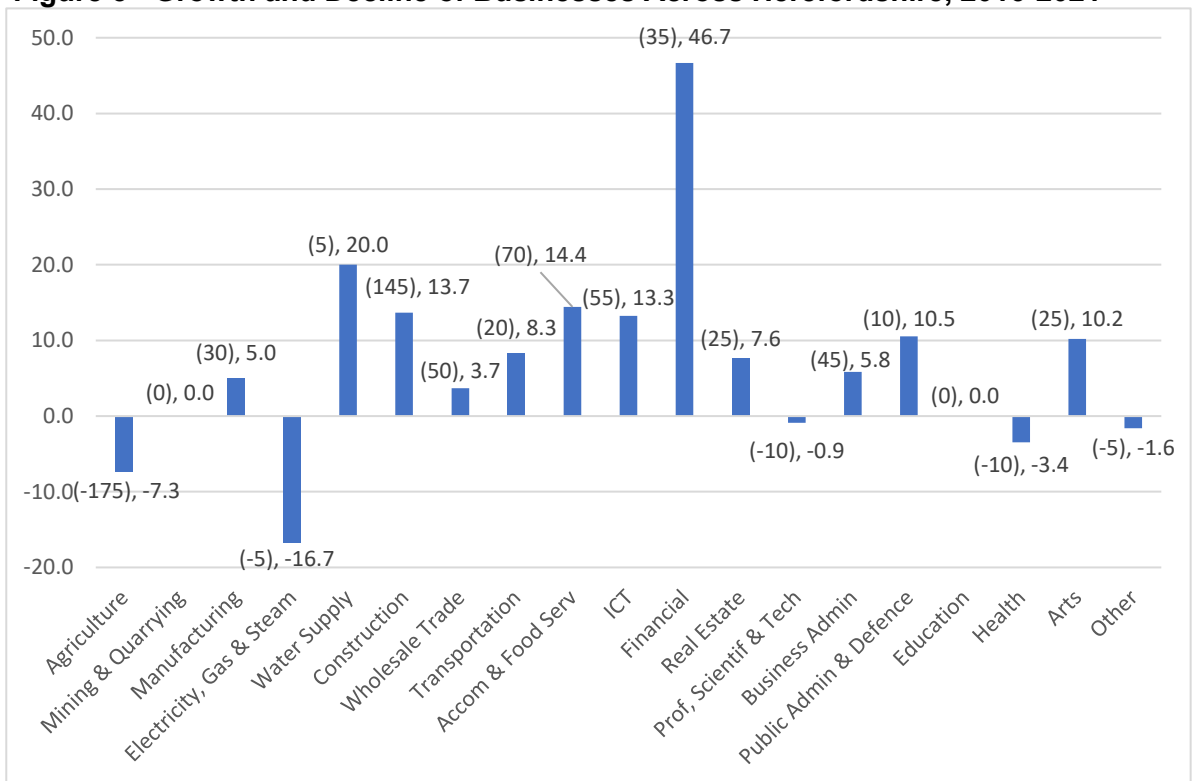
- 3.34 The largest number of businesses in Herefordshire were found in the Agriculture sector, accounting for 21.5 percent of the total, 2,235 businesses. This is a significantly larger proportion than is observed both in the West Midlands (5.3 percent) and England (3.8 percent), likely due to the rural nature of the county.
- 3.35 All four of the office-based sectors held a lower proportion of the total number of businesses in Herefordshire compared to the West Midlands and England. In Herefordshire, the four office-based sectors combine for a share of 24.3 percent of businesses. This is significantly lower than in the West Midlands, 30.4 percent, and England, 36.0 percent. Comparing to the BRES employment information, where these sectors accounted for 14.7 percent of jobs, shows that these business types are generally smaller operators (including single person operators), with about a quarter of the businesses providing only about 15 percent of the jobs.
- 3.36 The Transportation sector in Herefordshire also had a substantially lower share of total businesses than in the West Midlands and England.

3.37 Manufacturing businesses in Herefordshire (6.1 percent) hold a larger share of total businesses than in England (5.0 percent), but a lower share than the West Midlands (6.7 percent), suggesting that the Manufacturing sector is a strength of the region. Comparing to the BRES data on employment, where Manufacturing provides for 12.5 percent of jobs, shows that Manufacturing businesses are generally larger than average employers in Herefordshire.

**Growth of Businesses**

3.38 Figure 5 illustrates how the total number of businesses within each sector has fluctuated between 2016-2021 across Herefordshire.

**Figure 5 - Growth and Decline of Businesses Across Herefordshire, 2016-2021**



Source: UK Business Count, 2022

\*Number in brackets is number of businesses which were gained/lost

3.39 Figure 5 shows that the Financial sector saw the largest percentage increase in the number of firms in the industry, a 46.7 percent, equivalent to 35 additional firms in 2021. No other sector saw growth of more than 20.0 percent. It is noted that the BRES information on the Financial sectors has shown a small decrease in employment in this sector over a similar time period, despite the increase in firms in the sector.

- 3.40 The Construction sector saw a substantial increase in the number of firms in the sector, with an additional 145, equivalent to a 13.7 percent increase. The Accommodation and food services sector increased in size by 70 firms, equivalent to a 14.4 percent increase. This is despite the impacts of the Covid-19 pandemic on the sector in recent years.
- 3.41 Manufacturing saw a 5.0 percent increase in the number of firms in the sector, equivalent to 30 additional firms. Once again, this is in contrast to the BRES data, which is recording declining employment in the sector over this time period, suggesting that despite declining employment numbers in the sector, manufacturing in Herefordshire is still performing well on other metrics.
- 3.42 The Wholesale and retail sector also grew by 50 firms. This is, once again, surprising given the impact the Covid-19 restrictions had on the retail sector. Additionally, even before the global pandemic, town centres were under pressure, with greater use of e-commerce by consumers.
- 3.43 The office-based sectors saw net growth of 125 firms, equivalent to a 5.2 percent increase. The ICT sector accounted for most of the growth (55 additional firms), followed by the Business administration sector (45) and the Financial sector (35). The Professional, scientific and technical sector was the only office-based sector to see a reduction in the number of firms in the sector, falling by 10.
- 3.44 Some points worth noting with regards to the above sectoral changes in employment/businesses include:
- There is uncertainty in the survey data at the local authority level, particularly for individual sectors and thus data should be interpreted as indicative.
  - Given that employment in the Agriculture sector has remained constant between 2015-2020, it is surprising that the number of businesses in the sector has fallen by 175. This would suggest that small agricultural firms are going out of businesses whilst a small number of larger firms are increasing the size of their workforce, offsetting any loss of employment.
  - The Manufacturing sector saw employment fall by 1,000 whilst the number of firms in the sector increased by 30, suggesting that the sector is performing better than the employment statistics indicate.



- The Construction sector gained 145 firms between 2016-2021. However, employment fell by 500 between 2015-2020.
- A similar trend has been observed in the Transportation sector, with employment falling by 500 whilst the number of firms in the sector increased by 20.
- The office-based sectors saw an increase both in terms of employment (2,150) and firms (125). This would suggest that these sectors are of growing importance to the county.
- Of the office-based sectors, Business administration looks to be expanding at the fastest rate, with employment increasing by 1,500 individuals and 45 additional firms in the sector.
- The Financial sector was the only office-based sector to see a fall in employment, by 100. However, the number of firms in the sector increased by 35, equivalent to a 46.7 percent increase. This would suggest that small firms are entering the sector, whilst larger firms are trimming their workforces.

### **Earnings**

3.45 Median weekly pay in Herefordshire has been compared to both the West Midlands and England in Table 7 below. The weekly earnings in Herefordshire are consistently lower than in the West Midlands and England for both the workplace and resident analysis. It is noted that the average resident earnings in Herefordshire are higher than the workplace earnings, meaning that some residents are commuting outside of the County for higher paid positions.

**Table 7 – Median Weekly Pay**

	<b>Workplace Earnings</b>	<b>Resident Earnings</b>
Herefordshire	536.60	565.70
West Midlands	585.00	581.80
England	613.30	613.30

Source: ONS, 2022

### **Productivity**

3.46 The ONS estimate that current price GVA per filled job in Herefordshire in 2020 £39,204 in 2020, compared to the UK average of £58,808. This means that Herefordshire has a significantly lower level of productivity (measured by output per

job) than the national average, with a productivity level only two-thirds of the UK average.

### **Summary**

- 3.47 At the time of the 2021 Census, Herefordshire had an estimated population of 187,100, 3.1 percent of the West Midlands total. Between 2011 and 2021, the population increased by 1.9 percent, lower than the growth rate observed in both the West Midlands and England. When comparing the age demographic to the West Midlands and England, it is clear that Herefordshire has an older population profile. 25.9 percent of the population of Herefordshire were 65 or older as of 2021. The population is forecast to continue to age, with growth led by the retiree sector and the working age population decreasing as a share of the overall population. This has implications for the demand for employment opportunities and the services required for the local ageing population.
- 3.48 Herefordshire outperforms both the West Midlands and England for those with formal qualifications; conversely the proportion of those without any level of qualification is lower in the County. This high skill level would be attractive to potential businesses looking for areas of skilled workers. However, it is noted that the highest level of qualifications (NVQ4+) is slightly lower than the national average, which suggests a more limited range of professional level job opportunities compared to national averages.
- 3.49 BRES data from 2020 identifies a total of 87,975 jobs within Herefordshire. The largest share of employment was within Hereford, where 35,660 individuals were employed in 2020, 40.5 percent of the total. The largest proportion of employment within Hereford was in the Wholesale and retail trade sector, which employed 6,770 individuals, followed by the Health sector, employing 6,625 individuals. Wholesale and retail trade, Health and Manufacturing were generally the largest employment sectors in the key settlements.
- 3.50 Comparing the BRES employment data to the business numbers data has identified some conflicting trends. Manufacturing, Construction and Financial sectors saw falls in employment over recent years but increases in the number of businesses operating in Herefordshire, suggesting that employment levels are not the only indicator of employment/business market dynamics in the area that may impact on employment land and floorspace demand.

3.51 Herefordshire has a significantly lower productivity level than the UK average. Supporting higher productivity sectors within the County and ensuring that there are appropriate employment locations for good quality industries will help to increase local productivity levels.

## 4.0 PROPERTY MARKET ASSESSMENT

### Introduction

4.1 This section considers the demand for land and property within Herefordshire. A quantitative review of the local market is assessed through transactions from the last ten years, along with a review of the supply of vacant premises and enquiries data. Additionally, consultations have been undertaken with property agents and local developers.

### National Market

4.2 Overall, the national commercial property market is being led by demand for large and mid-sized warehouse/logistics stock, including development land and built premises. Demand for this sector has been driven by several factors including:

- Changes in consumer behaviours with increasing expenditure with online retailers, which has been accelerated by the pandemic restrictions, but was a solid trend prior to the pandemic. While the acceleration has moderated, the proportion of retail expenditure spent online still exceeds pre-pandemic levels.
- Warehousing requirements of retailers is higher for online purchases than for supplying physical stores, with some reports suggesting warehousing requirements are about three times as large as supporting the same throughput of stock for only physical stores.
- Supply chain disruption from Brexit, the pandemic and changing global demand has meant that some manufacturers and retail operators are increasing their onshore inventory, and therefore warehouse capacity, as a means of securing supply lines.

4.3 This strong market has driven down investment yields (c. 4 percent) for prime warehouse and logistics schemes. There are early signs that this is stabilising as many schemes have now been built out, though availability of quality logistics stock remains low.

4.4 The office market has been more muted, with occupiers and developers still remaining cautious in the post-pandemic environment. Many large and small firms are adopting a hybrid approach to home/office working on an indefinite basis, which has implications

for the scale and types of office spaces in demand. Overall, smaller schemes which offer flexibility for the occupier (in terms of layout and rent conditions) remain popular.

- 4.5 The inflation crisis that has been precipitated by global shortages in 2021 and then exacerbated by the fallout from the war in Ukraine will have an impact on business confidence and decision-making. In particular, substantially higher energy costs will impact on high-energy consumers, such as manufacturers or data centres. Investment in expansions or new plant may be curtailed as businesses look to address rising costs. This is likely to impact on demand for employment spaces through the duration of the inflation crisis.

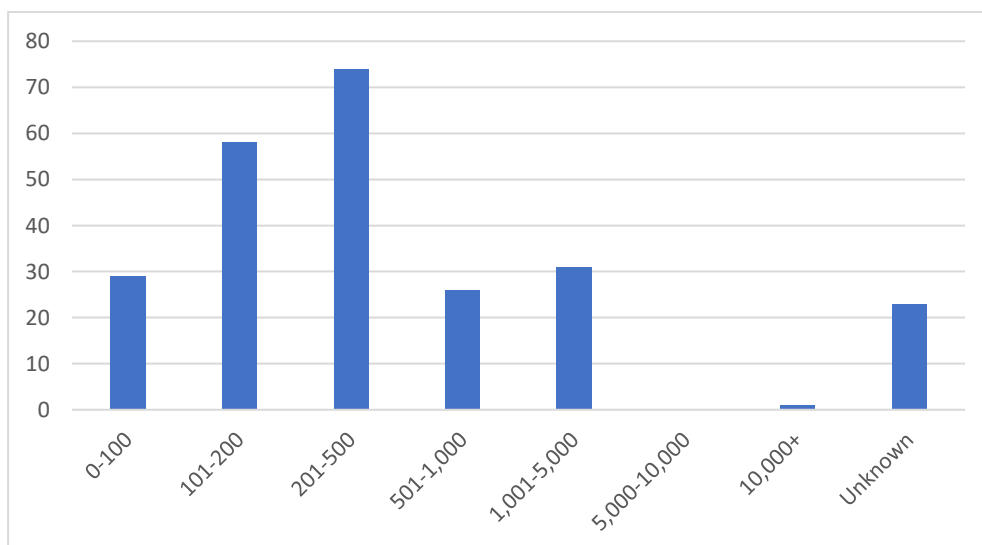
### Property Transactions

- 4.6 Transactional information has been sourced from Radius Data Exchange property database for industrial units and offices, which have been sold or let in Herefordshire in the last ten years. Transactional data provides evidence of trends, popular locations, along with prime rents which have been achieved in the area.

### Industrial Transactions

- 4.7 Over the last ten years, including 2022 to date, 242 industrial deals have been recorded within Herefordshire, of which a total of 142,154 sqm of floorspace has been transacted. A breakdown by size band can be seen in Figure 6 below, whilst a full breakdown by size band and year is provided in Table 8. On average over the last ten years, 24 deals were completed each year of around 14,000 sqm/ year.

**Figure 6 – Industrial Transactions by Size, 2012-2022**



Source: Data Radius Exchange, 2022

**Table 8 – Industrial Transactions, Herefordshire, 2012-2022**

		0-100	101-200	201-500	501-1,000	1,001-5,000	+5,000	Unknown	Total
2022 YTD	Floorspace	0	0	0	0	0	0	0	0
	No. of properties	0	0	0	0	0	0	0	0
2021	Floorspace	83	0	0	0	1,003	0	0	1,086
	No. of properties	1	0	0	0	1	0	0	2
2020	Floorspace	0	445	2,716	0	0	0	0	3,161
	No. of properties	0	3	9	0	0	0	0	12
2019	Floorspace	96	1,526	2,040	537	13,055	0	0	17,255
	No. of properties	1	10	7	1	5	0	6	30
2018	Floorspace	179	1,211	2,051	2,215	2,459	0	0	8,115
	No. of properties	4	8	6	3	2	0	5	28
2017	Floorspace	295	951	2,908	4,849	6,356	0	0	15,359
	No. of properties	4	7	9	7	5	0	6	38
2016	Floorspace	541	1,033	4,486	3,996	9,537	23,573	0	43,164
	No. of properties	7	7	13	5	4	1	4	41
2015	Floorspace	163	1,302	3,086	1,218	13,267	0	0	19,036
	No. of properties	2	8	10	2	4	0	1	27
2014	Floorspace	564	657	1,747	1,842	2,952	0	0	7,761
	No. of properties	7	4	5	3	2	0	1	22
2013	Floorspace	167	981	2,395	2,798	4,017	0	0	10,358
	No. of properties	3	6	9	4	2	0	0	24
2012	Floorspace	0	781	1,757	779	13,543	0	0	16,859
	No. of properties	0	5	6	1	6	0	0	18
Total	Floorspace	2,087	8,886	23,186	18,233	66,190	23,573	0	142,154
	No. of properties	29	58	74	26	31	1	23	242

Source: Data Radius Exchange, 2022

4.8 Properties of 201-500 sqm represented the highest number of deals, accounting for just over 30 percent of the total during the time frame (74 transactions). This was followed by 58 deals occurring of 101-200 sqm, indicating Herefordshire's industrial market is dominated by smaller units. Units under 500 sqm account for about two-thirds (66.5 percent) of all transactions. There were still a modest number of transactions that took place for units in the 501-1,000 and 1,001-5,000 sqm size bands, 26 and 31 respectively. There was just one transaction for a unit over 5,000 sqm, which took place in 2016. This largest transaction (23,573 sqm) was at Overross Industrial Estate, with XPO Logistics leasing the building at about £3.31/sqft in 2016.

- 4.9 Led by this one very large transaction, 2016 saw the highest quantum of floorspace transacted in a single year over the last decade. However, 2016 was also the year of the highest number of deals, 41, indicating a wider heightened market interest at that time.
- 4.10 Since the start of 2020 there have been 14 transactions completed accounting for 4,247 sqm, 12 in 2020, two in 2021 and none in 2022 so far. Even excluding 2022 so far, the yearly average is significantly lower than for the full ten-year period. This could indicate that Herefordshire has been affected by the uncertainty the Covid-19 pandemic has created, resulting in fewer deals taking place. The deals that have completed are for smaller premises, suggesting that the pandemic may have lowered average premise size requirements. It does not appear that Herefordshire has benefited from the increased demand for warehouse and logistics premises that has been observed elsewhere in the UK since the start of the pandemic.
- 4.11 Of the transactions, the majority, 72.7 percent, were on a leasehold basis. These comprised a total of 92,061 sqm, just 50.4 percent of the total floorspace.

#### *Rents*

- 4.12 The highest rent achieved over the time frame was at the Foley Trading Estate for a small 92 sqm unit, which achieved a rent of £8.59/sqft.
- 4.13 Of the 176 units let over the last ten years, 89 (79.7 percent) stated an achieved rent. These rents give a guide to the quality of the premises let, based on the following assumptions:
- <£2.50/ sqft (£27.00/ sqm) – Poor Quality
  - £2.50-5.00/ sqft (£27.00-54.00/ sqm) – Average Quality
  - > £5.00/sqft (£54.00/ sqm) – Good Quality.
- 4.14 The majority of units let, 59, were let for between £2.50-5.00/ sqft, meaning 66.3 percent of lettings which stated an achieved rental figure were of average quality. Additionally, combined with units of a good quality, these two categories account for 87.6 percent of lettings. 11 lettings were deemed to be of poor quality. This suggests recent market activity and demand has been focused on average/ good quality units and limited take up of budget quality space, at least according to open market lettings.

### *Sales*

- 4.15 A total of 66 sales of industrial units were completed over the last ten years, 27.3 percent of the total number of transactions and totalling 50,093 sqm of industrial floorspace. These sales accounted for 35.2 percent of total floorspace transacted. The largest amount of floorspace to transact occurred in 2015 for Plot 4, Millstream Gardens, The Sawmills, a 4,032 sqm unit, for an undisclosed fee.

### *Investment Sales*

- 4.16 Investment sales (sales not for occupation by the purchaser) are important for understanding yields being achieved in an area, with prime property achieving low yields. They can also be used for valuations. They are a useful tool for understanding the return a developer/ investor would gain on a property.
- 4.17 30 investment sales have been recorded over the last ten years, with 26 stating size information. The largest recorded floorspace saw 97,344 sqm for Unit 5, Unit 6, Unit 7, Unit 8, Unit 9 And Unit 10 of The Old Forge Industrial Estate, in 2016 for an undisclosed fee. The premise to achieve the most expensive disclosed sale figure was Somerfield Distribution Depot, Netherton Road, selling for £7,650,000 in 2019.

### *Industrial Transactions in the Key Settlements*

- 4.18 The table below summarises the volume of industrial transactions over the last decade within each of the six settlements under analysis in this report.



**Table 9 – Industrial Transactions in Key Settlements, 2012-2022**

		0-100	101-200	201-500	501-1,000	1,001-5,000	+5,000	Unknown	Total
Bromyard	Floorspace	113	488	643	2,592	1,031	0	0	4,867
	No. of properties	3	3	2	4	1	0	0	13
Hereford	Floorspace	1,021	5,547	16,366	11,569	37,418	0	0	71,920
	No. of properties	14	36	53	16	18	0	12	149
Kington	Floorspace	0	160	644	0	0	0	0	972
	No. of properties	0	1	2	0	0	0	0	3
Ledbury	Floorspace	234	721	344	827	0	0	0	2,126
	No. of properties	3	5	1	1	0	0	2	12
Leominster	Floorspace	87	748	2,772	537	4,513	0	0	9,557
	No. of properties	1	4	8	1	2	0	2	18
Ross-on-Wye	Floorspace	311	215	953	2,126	12,062	23,573	0	39,239
	No. of properties	4	2	2	3	6	1	2	20
Key Settlements	Floorspace	1,766	7,879	21,722	17,651	55,024	23,573	0	128,681
	No. of properties	25	51	68	25	27	1	18	215
Herefordshire	Floorspace	2,087	8,886	23,186	18,233	66,190	23,573	0	142,154
	No. of properties	29	58	74	26	31	1	23	242

Source: Data Radius Exchange, 2022

4.19 As can be seen from this table, Hereford, as the largest settlement, provides the largest share of floorspace and deals transacted over the last decade, some 51 percent of floorspace and 62 percent of deals. Ross-on-Wye, with good connections to the regional road network, is a clear second place in terms of floorspace transacted.

4.20 It is also noted that 13,473 sqm across 27 transactions have occurred outside of the six key settlements, most of which occurred around Webton/Kingstone. It would be expected that rural areas would still have a role over the forecast period for some industrial transactions.

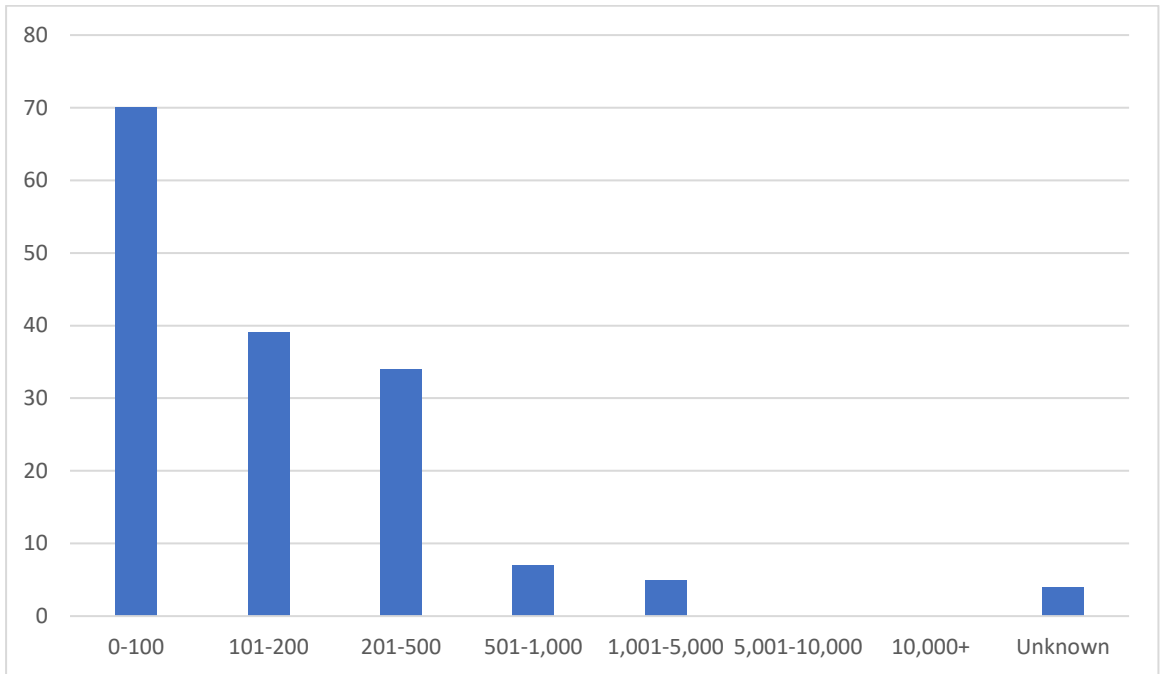
### **Office Transactions**

4.21 Within the last ten years in Herefordshire 159 office deals have transacted totalling 31,955 sqm of office floorspace. On average over the last ten years, 16 deals have completed each year of around 3,200 sqm/ year.

4.22 Figure 7 and Table 10 show the breakdown by size band, unsurprisingly with units of a small size being most popular as units under 500 sqm accounted for 90.0 percent of transactions. In particular units of less than 100 sqm accounted for 44.0 percent of all

transactions, the strongest size band over the past ten years. This indicates that the office market in Herefordshire is centred around smaller units.

**Figure 7 – Office Transactions by Size, 2012-2022**



Source: Radius Data Exchange, 2022

**Table 10 – Office Transactions, Herefordshire, 2012-2022**

		0-100	101-200	201-500	501-1,000	1,001-5,000	+5,000	Unknown	Total
2022 YTD	Floorspace	0	0	0	0	0	0	0	0
	No. of properties	0	0	0	0	0	0	0	0
2021	Floorspace	~	119	279	836	~	~	0	1,234
	No. of properties	~	1	1	1	~	~	0	3
2020	Floorspace	248	265	248	892	~	~	0	1,653
	No. of properties	4	2	1	1	~	~	0	8
2019	Floorspace	268	542	1,130	1,641	~	~	0	3,581
	No. of properties	5	4	4	2	~	~	0	15
2018	Floorspace	454	488	897	~	1,524	~	0	3,364
	No. of properties	8	4	3	~	1	~	1	17
2017	Floorspace	934	528	2,164	576	2,534	~	0	6,735
	No. of properties	19	4	7	1	2	~	1	34
2016	Floorspace	518	742	1,972	691	~	~	0	3,923
	No. of properties	10	6	6	1	~	~	0	23
2015	Floorspace	344	216	1,491	~	~	~	0	2,051
	No. of properties	5	2	4	~	~	~	0	11
2014	Floorspace	368	185	1,013	545	~	~	0	2,111
	No. of properties	6	1	3	1	~	~	0	11
2013	Floorspace	238	746	751	~	1,073	~	0	2,808
	No. of properties	6	5	2	~	1	~	2	16
2012	Floorspace	273	1,335	978	~	1,909	~	0	4,495
	No. of properties	7	10	3	~	1	~	0	21
Total	Floorspace	3,644	5,167	10,923	5,181	7,039	0	0	31,955
	No. of properties	70	39	34	7	5	0	4	159

Source: Data Radius Exchange, 2022

- 4.23 2017 saw the highest number of deals completed with 34, accounting for 21.4 percent of the total. It was also the year in which the greatest amount of floorspace was transacted, 6,735 sqm.
- 4.24 Since the start of 2020, 11 deals have been transacted, accounting for 6.9 percent of deals within the last ten years. The downturn in the number of deals completed since the start of 2020 can be attributed to the Covid-19 pandemic, with the demand for office space through the national lockdowns significantly reduced and altered. Excluding 2022, 2020 and 2021 have recorded the lowest volume of transacted office floorspace over the decade.

- 4.25 The purchase of Broadway House, 32-35, Broad Street, Hereford accounted for the largest amount of floorspace out of all transactions. The 1,909 sqm building was purchased for an undisclosed fee.

#### *Rents*

- 4.26 Of the 159 office deals to complete in the last ten years, 134 (84.3 percent) were leasehold transactions. The prime rent of the last ten years occurred at for Office 1 - Unit 4, Alton Road Industrial Estate, Wolf Business Park, Ross-on-wye. The 15 sqm office achieved a rent of £24.42/sqft (£263/sqm) in 2017 when let to a private individual. This is significantly higher than the majority of units, with the average rent for Herefordshire just £8.84/sqft (£95/sqm).

- 4.27 Of the 134 offices which let, 76 (56.7 percent) stated an achieved rent. Again, rent can be used to assess the quality of the premises being transacted. In this case the assumptions are:

- <£10.00/ sqft (£107.00/ sqm) – Poor Quality
- £10.00-15.00/ sqft (£107.00-161.00/ sqm) – Average Quality
- > £15.00/sqft (£161.00/ sqm) – Good Quality

- 4.28 The recent Herefordshire office market has seen 49 deals achieve rents less than £10.00/ sqft, 64.5 percent of premises with pricing information. 23 (30.3 percent) premises were deemed to be of average quality and just four (5.3 percent) premises were deemed to be of good quality. This is not a complete view of the office market but a reflection of availability and supply in the Herefordshire office market, and the quality of premises available. This could mean businesses being forced to take lower quality/ budget space due to lack of supply or a need for budget options.

#### *Sales*

- 4.29 A total of 25 offices were sold in the last ten years in Herefordshire, 15.7 percent of the total number of transactions. These deals comprised 12,347 sqm of office floorspace, with two of the deals with no recorded size data. The largest floorspace to transact during the time period was the sale of the 1,909 sqm Broadway House, 32-35, Broad Street for an undisclosed fee in 2012. Walter Scott House, 10, Old Gloucester Road, Ross-on-Wye sold for £1,200,000 in 2018, the most expensive transaction in the ten year period.

### Investment Sales

- 4.30 Additionally, 26 investment sales of offices completed over the time frame, the largest being Brockington, 35, Hafod Road, Hereford of 1,845 sqm. This office building sold in 2017, achieving £1,975,000.

### Office Transactions in the Key Settlements

- 4.31 The table below summarises the volume of office transactions over the last decade within each of the six settlements.

**Table 11 – Office Transactions in Key Settlements, 2012-2022**

		0-100	101-200	201-500	501-1,000	1,001-5,000	+5,000	Unknown	Total
Bromyard	Floorspace	87	0	0	0	0	0	0	87
	No. of properties	1	0	0	0	0	0	0	1
Hereford	Floorspace	2,549	3,210	9,584	4,289	4,556	0	0	24,188
	No. of properties	47	24	30	6	3	0	1	111
Kington	Floorspace	81	0	0	0	0	0	0	81
	No. of properties	1		0	0	0	0	0	1
Ledbury	Floorspace	300	307	0	0	0	0	0	607
	No. of properties	7	2	0	0	0	0	0	9
Leominster	Floorspace	283	1,294	740	892	1,411	0	0	4,619
	No. of properties	5	10	2	1	1	0	1	20
Ross-on-Wye	Floorspace	313	599	0	0	1,073	0	0	1,986
	No. of properties	8	2	0	0	1	0	2	13
Key Settlements	Floorspace	3,613	5,410	10,324	5,181	7,040	0	0	31,568
	No. of properties	69	38	32	7	5	0	4	155
Herefordshire	Floorspace	3,644	5,167	10,923	5,181	7,039	0	0	31,955
	No. of properties	70	39	34	7	5	0	4	159

Source: Data Radius Exchange, 2022

- 4.32 The substantial majority of office transactions over the last decade have occurred in the six key settlements (97 percent by number of deals). Hereford is the key settlement for office transactions, accounting for 76 percent of floorspace and 70 percent of deals. This is a stronger dominance than for the industrial sector, which, while Hereford was still the largest market, it was less acute.

### Property Supply

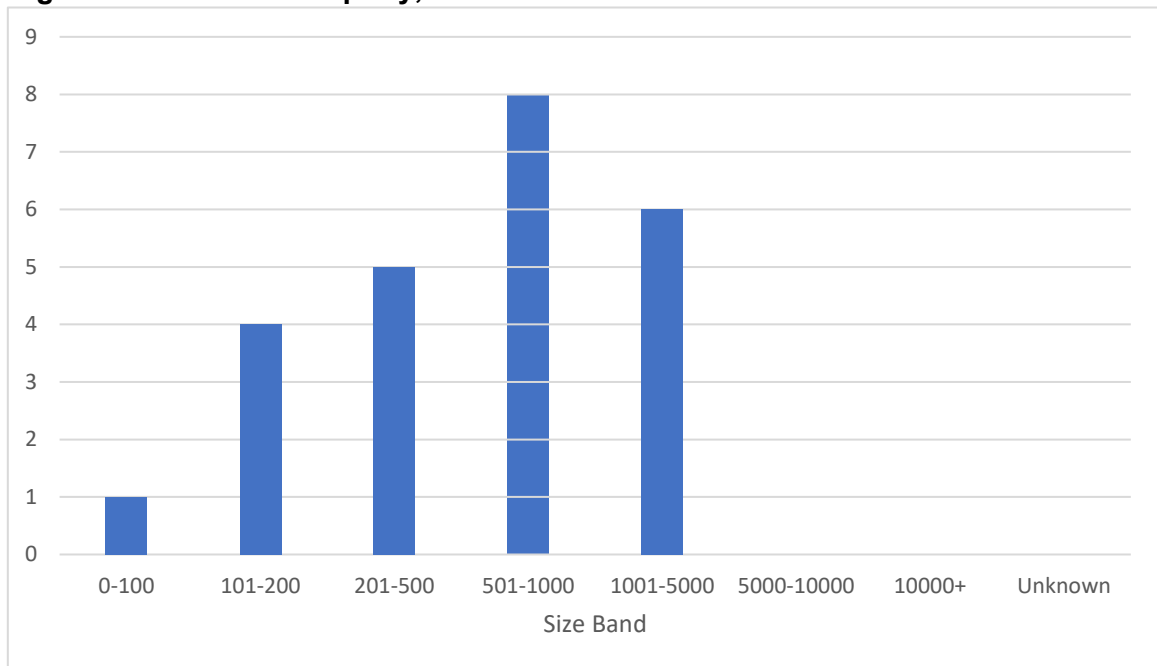
- 4.33 A schedule of vacant floorspace being market in Herefordshire has been compiled from property websites such as Rightmove, EGi Property Link and commercial property agents' websites. This will only represent a portion of the true vacancy rate

as there will be floorspace not being marketed yet vacant, including poorer quality floorspace and space being marketed informally without engaging agents.

### ***Industrial Supply***

- 4.34 Within Herefordshire, a total of 19,651 sqm of industrial floorspace was being marketed comprised of 24 individual premises. A full list of these vacancies can be found in Appendix 1. From property transactions, an average take-up per year over the last five years has been 14,000 sqm/ year, meaning there is over a years' supply of industrial premises currently being marketed. However, there would need to be some level of vacant stock in the market to allow for churn and businesses entering the market and this is only a quantitative measure. The quality of premises is also important as to whether they meet local market needs and comment has been made by some commercial agent respondents that there is a lack of good quality stock in the market.
- 4.35 As Figure 8 shows, the supply of marketed properties was varied, with the largest amount of vacant property sized between 501-1,000 sqm, followed the 1,000-5,000 (six) and 201-500 (five) size bands. This supply somewhat reflects the transactional trend of the majority of properties let/ sold in Herefordshire being in the small-mid-market size.
- 4.36 Whilst there was only one marketed option of 0-100 sqm, there was a healthy mix of marketed premises in all other size bands up to the 1,001-5,000 sqm size and, able to cater for a variety of requirements. There were no units being marketed of 5,000 sqm+ to meet larger property requirements.

**Figure 8 – Marketed Property, Industrial**



Source: Data Radius Exchange, Various Commercial Agent Websites, 2022

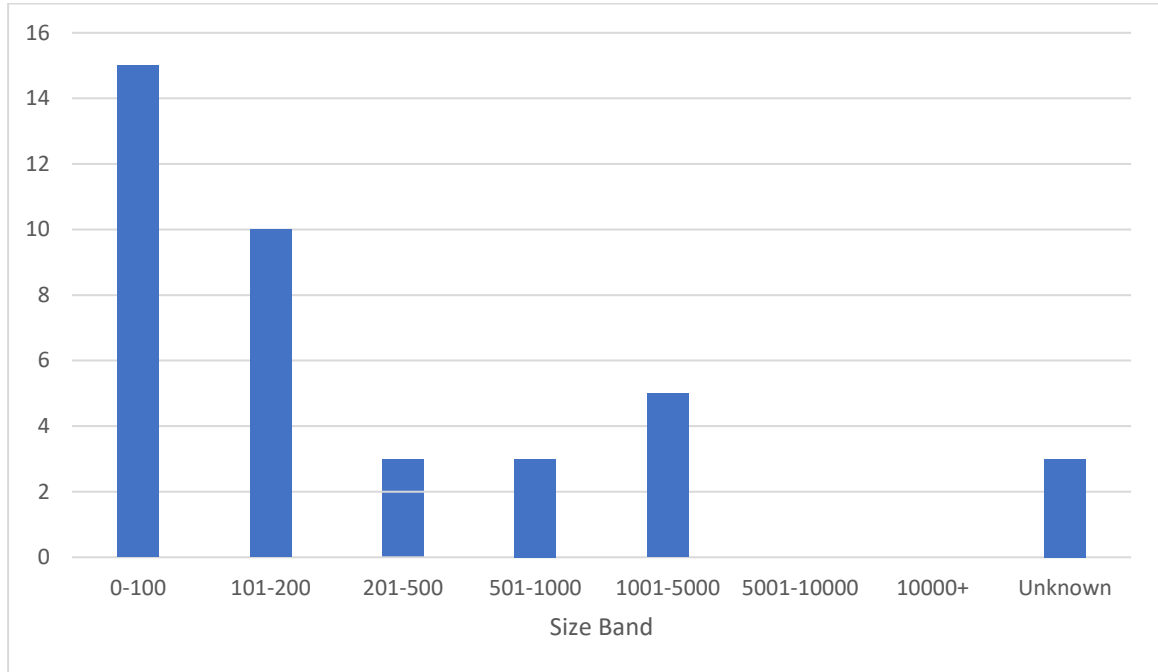
- 4.37 The majority of units on the market were available on a leasehold basis only, 87.5 percent of the marketed total. 8.3 percent of marketed units are listed for sale, whilst the remaining 4.2 percent is available to lease or purchase. Whilst rents are not given for all properties, the property with the highest quoting rent was for B1-2 Homestead Business Park, Gorsley, Ross-on-Wye, which is listed for £7.50/ sqft (£81/ sqm). This is a unit of 124 sqm.
- 4.38 The largest individual unit being marketed to lease was a unit at Station Industrial Estate, Bromyard, 3,855 sqm in size. This unit was being marketed for £3.37/sqft (£36/sqm).

### **Office Supply**

- 4.39 39 vacant offices were currently being marketed in Herefordshire. These vacancies totalled 14,360 sqm. According to property transaction data, an average take-up of office space per year is 3,200 sqm. This equates to over 4 years' worth of supply currently available in Herefordshire. However, the ten-year average may not reflect current trends as the Covid-19 pandemic has significantly altered business requirements for office space.
- 4.40 Unsurprisingly the largest amount of marketed office space was found within the small size bands, and in particular units of 0-100 sqm accounting for 38.5 percent of the

marketed total. Overall, units of sub 500 sqm accounted for 77.8 percent of all vacancies. This is in line with the demand seen from transactional data, with the vast majority of transactions in the last ten years also being for sub 500 sqm units.

**Figure 9 – Marketed Property, Office**



Source: Data Radius Exchange, Various Commercial Agent Websites, 2022

- 4.41 Offices to let dominated the market in Herefordshire accounting for 94.9 percent of marketed properties. There is a further property listed for sale and a property available for lease or for sale. Therefore, there is limited availability of freehold options for office space.
- 4.42 Unit 4 Wolf Business Park, Alton Road, Ross-on-Wye was quoting the highest rent within Herefordshire of £24.42/ sqft (£390.30/ sqm). The 16 sqm property also achieved the same rent in 2017, the highest achieved rent in Herefordshire in the last ten-years.
- 4.43 The largest office space on the market was Units 1 & 2 Wolf Business Park, Alton Road, Ross-on-wye. The two units total at 3,252 sqm.

### Property Market Stakeholders

- 4.44 This section provides a qualitative assessment of the demand, activity levels in relation to spatial and size differences, key market interests and weaknesses in the market for



both industrial and office property in Herefordshire. This data has been gained through consultations with active commercial property agents in Herefordshire.

- 4.45 Consultations have been carried out with individuals, with names of commentators not revealed and comments being summarised below. These views are the opinions of the consulted organisations at the time of consultations and are not the view of Herefordshire County Council or consultants BE Group. Information provided has been separated from the name of the agent or agency to protect confidentiality.

**Table 12 – Industrial Market Comments**

<b>Contact</b>	<b>Comment</b>
Regional Agent	<p>Strong demand at present for industrial units of all sizes reported, however, greatest demand is for units of 100-250 sqm. High demand for these smaller units is put down to both start up and established businesses looking for industrial space of this size. Demand has been spurred on by the Covid-19 pandemic – the growing use of e-commerce has resulted in businesses in the distribution sector requiring larger/additional industrial floorspace.</p> <p>There is a lack of supply in general but specifically a lack of freehold options coming to market. As a result, the majority of deals completed are leasehold. The agent referenced a scheme at Rotherwas Industrial Estate where construction has yet to begin but all freehold premises have already been purchased to emphasise the strong demand and limited supply of freehold schemes.</p> <p>The hotspots for strong demand in Herefordshire include Hereford, as a result of its established industrial nodes, and Ross-On-Wye thanks to its strong connections to the wider road network. Prime rents for smaller units (less than 150 sqm) are approximately £9.50/sqft. Mid-size units of around 500 sqm are achieving around £6/sqft. Finally, larger units of 2,000 sqm and larger are achieving around £4-5/sqft.</p>
Local Agent	<p>This agent typically deals with smaller industrial units of 500 sqm or less. Currently the agency is seeing greater demand for smaller units (less than 200 sqm) but that is a reflection of the size of unit they typically have marketed. The agent believes there would be strong demand for larger units as well but they do not have the supply of these units, and subsequently the enquiries, to reaffirm this.</p> <p>Severe lack of supply, especially in Hereford, north of the river. There is strong demand for both leasehold and especially freehold options, but due to the severe lack of supply of freehold options, the majority of deals are leasehold. The agent commented on the fact that demand has increased for industrial units since the start of the pandemic. Second-hand space of around 200 sqm is currently letting for around £7/sqft.</p>
Local Agent	<p>Industrial demand described as “very strong” for units of all sizes. Subsequently, there is a severe shortage of both freehold and</p>

Contact	Comment
	<p>leasehold options. Small, second-hand units of less than 200 sqm typically achieve around £7-7.50/sqft, whilst larger units of around 300 sqm tend to achieve closer to £5/sqft.</p> <p>Overall quality of stock in the County is a bit dated. Demand for the smaller industrial units comes from a variety of sectors, with no one sector accountable for the rise in demand observed.</p>

Source: Various Stakeholders, 2022

**Table 13 – Office Market Comments**

Contact	Comment
Regional Agent	<p>Demand for office premises is weak in Herefordshire at the moment and a decline in demand has been observed since the onset of the Covid-19 pandemic. As a result, there is a growing supply of vacant units.</p> <p>Prime office space in Hereford used to be able to achieve around £13/sqft pre-pandemic but this is very difficult to achieve now. Four new build, top spec suites at Skylon Park have managed to achieve £11/sqft. These suites have good parking which can make them more desirable than the town centre options. There is some freehold demand but the majority of enquiries are for units available to lease. The average size requirement from enquiries has fallen since the pandemic with businesses continuing to operate with a work from home policy. Subsequently, businesses are reassessing their need for office space which typically results in a need for less business space. As a result, most enquiries at the moment are for premises of under 100 sqm.</p>
Local Agent	<p>Office demand is quiet at the moment with very few enquiries. This is put down to the ongoing use of working from home and the risk to businesses of holding office space with rising costs. The agent did comment that they had begun to see a decline in above-retail office space even before the pandemic. The majority of demand is for leasehold premises. Freehold demand they typically receive is from investors interested in converting office space above retail into residential property.</p> <p>There is a small provision of serviced office space in Hereford which receives good demand but there is not much scope to expand the offer. Majority of supply across the County is unserviced. Additionally, there is a shortage of high-quality office premises throughout the region.</p>
Local Agent	<p>Weak demand for office space in Herefordshire, with anything over 50 sqm tricky to move. Demand is typically for leasehold units, which is what most of the premises are marketed on.</p> <p>Above-retail office space in market towns is typically achieving between £6-8/sqft. Demand is predominantly for unserviced space. Along with demand, average size requirements for office space have fallen since the start of the pandemic.</p>

Source: Various Stakeholders, 2022

### **Commercial Development Market**

- 4.46 Overall it is observed that there is a lack of private developer investment in Herefordshire in recent years, with the substantial majority of transactions and availability of stock being existing premises. Therefore, employment sites have within private ownerships have not been brought forward (further explored in Chapter 6.0), which results in a lack of supply of Grade A stock in the market.
- 4.47 The Hereford Enterprise Zone has seen new build development as well as refurbished stock. This has been driven by the public sector with Herefordshire County Council driving this scheme, with the higher profile from the Enterprise Zone status helping to generate interest. It is apparent that the public sector's involvement in this scheme has been necessary to bring new-build development forward. It is noted that take-up of the Enterprise Zone has been strong when good quality stock has become available.
- 4.48 Leominster Enterprise Park was a joint venture between a private developer and Advantage West Midlands, which provided significant funds to help unlock the site.
- 4.49 Given the lack of development on other key sites throughout the County, it is likely that further public sector interventions would be required to unlock other sites in coming years.

### **Occupiers**

- 4.50 It is also instructive to review the occupiers within the six settlements to understand the types of businesses attracted to the areas. A review of the current businesses is provided below.

#### ***Bromyard***

- 4.51 Several industrial occupiers in Bromyard specialise in the lease/sale of various types of equipment/machinery in sectors such as catering, construction and electrical goods. There are also small-scale manufactures creating goods including fragrances, plastics and specialist agricultural equipment.
- 4.52 Micron Group is the largest recorded employer operating out of an industrial unit in Bromyard, with 40 individuals working from their site at Bromyard Industrial Estate. Micron Group is also the business longest established in their current premise, having been at Bromyard Industrial Estate for the last 43 years. They manufacture specialist spraying equipment such as hand-held, vehicle and aircraft-mounted sprayers, weed wipers and applicators.

4.53 A variety of small-scale office-based businesses operate within Bromyard. There are multiple providers of core services such as architects, estate agents and accountants. There are also several community services including career advisors, social services and home care services. Hope For Children & Their Families Ltd, a social services provider, is a larger office based employer, employing approximately 30 individuals.

**Hereford**

4.54 Hereford has the largest agglomeration of industrial businesses in the County. This includes very longstanding operators that are a foundation strength of Hereford's economy. Businesses such as Bulmers Cider/Heineken/Avara Foods have a national profile and provide key employment and economic output for Herefordshire. Special Metal Wiggin takes a large high-profile site at the intersection of Holmer and Roman Roads.

4.55 However, Hereford also provides a broad range of small and medium industrial operators, including broad manufacturing operators (metal fabrication, engineering, food and beverage production). Hereford only has a relatively modest warehousing and logistics role in relation to its settlement size, which is a function of its distance from the motorway network.

4.56 The office occupiers are a mix of core services to residents and local businesses (accountancy, legal, financial), public sector offices (including regional and County services) and community services. Some sectoral specialisms are emerging, including digital and cyber security.

**Kington**

4.57 There is only a modest number of industrial occupiers based in Kington, based in Hatton Gardens Industrial Estate, north east of the centre of Kington. Multiple businesses on site belong to the automotive sector (mechanics, tyre dealers, MOT testing centre, etc), providing services to the local resident population. In addition, two small scale manufacturing businesses operate on site, specialising in the manufacture of chemicals and medical equipment.

4.58 The largest employer operating from an industrial premise in Kington is Arrow Medical, who specialise in the manufacture of medical equipment. They employ approximately 50 individuals at Unit 1B, Hatton Gardens Industrial Estate. They have operated from

this address for over 28 years, the second longest of any industrial-based business in Kington.

- 4.59 Office-based businesses within Kington are small and highly geared to serving the local residential and rural populations. Businesses include accountancies, architects, estate agents, insurance providers and public service providers. Atrium Conservatories are the largest office-based employer in Kington, employing approximately 24 individuals at their premise on Victoria Road.

### ***Ledbury***

- 4.60 Industrial occupiers in Ledbury belong to a variety of sectors, with no clear speciality. The main industrial nodes include Lower Road Trading Estate, Old Wharf industrial Estate, Station Industrial Estate, Bankside Road Industrial Estate, New Mills Industrial Estate and Bromyard Road Industrial Estate.
- 3.1 The largest industrial-based employer in Ledbury is The Helping Hand Company, a medical equipment manufacturer. They employ 150 individuals from their premise on Bromyard Road Industrial Estate.
- 4.61 Ledbury has a larger number of recorded office-based businesses than some of the other market towns in Herefordshire. This is somewhat surprising given the lack of office transactions and vacancies discussed above. There appears to be a wider variety of businesses in Ledbury compared to other market towns, including businesses belonging to more creative sectors, such as graphic designers, interior designers and website designers. More traditional office-based businesses, such as accountants and solicitors are also prevalent.

### ***Leominster***

- 4.62 A significant number of industrial occupiers are situated along/in close vicinity to Southern Avenue, the main industrial location in Leominster. Business types/sectors in this location include engineers, construction-based firms, wholesalers, distribution firms and others.
- 4.63 The largest industrial-based employer in Leominster is M & M Direct Ltd. They are a fashion, sports and outdoor clothing retailer selling their products entirely on the internet. They employ approximately 300 staff members from their unit on Clinton Road, the company's headquarters. However, it is understood that they are in the

process of relocating their office headquarters to Hereford City Centre, with Leominster losing this part of their operations in the town.

- 4.64 Leominster has a number of businesses offering traditional office-based services such as estate agents, accountants and solicitors. There are also a number of charities and voluntary organisations with office premises throughout the town. Echo, one of the charities in town, is the largest employer, with 30 staff members. The office is located at 40-42 West Street.

### ***Ross-on-Wye***

- 4.65 The main industrial areas within Ross-on-Wye are Alton Rad Industrial Estate, Chase Industrial Estate, Haigh Industrial Estate, Ashburton Industrial Estate and Overross Industrial Estate. There is a broad range of uses in the town including several businesses in the automotive sector, focused around Ashburton Industrial Estate. There are also multiple manufacturing firms specialising sectors such as rubber and plastic, textiles, and metals.
- 4.66 A substantial number of individuals, 60, are employed at Dawleys Services Ltd, who provide Fulfilment, Distribution, Call Centre & Data Management services from Ashburton Industrial Estate. Dawleys have operated from their current premise for over 23 years.
- 4.67 Another large industrial-based employer is Edmo Ltd, who specialise in Aluminium fabrication and powder coatings. They employ approximately 100 members of staff.
- 4.68 ABT Loadmac Ltd are the largest employer in Ross-on-Wye, employing 105 staff members. They specialise in the manufacture of cabs, chassis, rollbars and equipment for OEM Manufacturers and operate out of unit 3, Ashburton Industrial Estate.
- 4.69 Ross-on-Wye has a number of businesses offering traditional office-based services such as estate agents, accountants and solicitors. There are also a number of charities and voluntary organisations. The town does not appear to have a particularly strong specialism in a specific office-based sector.
- 4.70 The largest office-based employer in Ross-on-Wye is the Marine Conservation Society. They employ 71 members of staff at Overross House, Ross Park. Rehau UK has their headquarters in a rural location approximately 2 km from the Ross-on-Wye

town centre and thus is an example of a significant employer in a rural location within the catchment of one of the market towns of Herefordshire.

## 5.0 BUSINESS SURVEY

- 5.1 A business survey was undertaken as part of this assessment, to complement the secondary data sources reviewed in the previous two chapters. The purpose of the business survey was to understand the size and nature of businesses operating in the County, why businesses choose to be within Herefordshire and any requirements for further spaces.
- 5.2 The businesses surveyed were a random sample of businesses of the types that typically locate in office, industrial or warehouse premises. However, some such businesses may not actually be located within these premises at present (e.g. home based office business); rather the survey looked at the typical business sectors that are found in such premises.
- 5.3 Business information, including location and business types, was drawn from Radius Data Exchange information on business occupiers. This is a subscription database that provides details on all commercial occupants in the towns. The list of businesses was filtered to remove those sectors not typically within office or industrial units, such as retail, health, education, community and leisure enterprises.
- 5.4 The survey had a target response rate of 150 respondents. The survey also looked to target businesses within the six settlements being assessed, with relative proportions of target respondents according to the size of those settlements. As such, Hereford recorded the highest number of responses to the survey. Businesses within each settlement were contacted by telephone, with the survey process continuing until the target number of businesses within each settlement was reached (see Table 14).
- 5.5 The survey was undertaken by telephone in April and May 2022, with BE Group asking each respondent a given set of questions on their current operations, potential growth prospects and any requirements for space. The list of survey questions is provided in Appendix 2.
- 5.6 The following provides a summary of the responses to the survey.

### **Responses**

- 5.7 The survey received 155 responses, undertaken in April and May 2022. The table below summarises the breakdown of responses by town.



**Table 14 – Survey Responses by Settlement**

Settlement	Responses
Bromyard	20
Hereford	68
Kington	10
Ledbury	20
Leominster	19
Ross-on-Wye	18
<b>Total</b>	<b>155</b>

- 5.8 The distribution of responses reflects the relative sizes of the settlements and their economic functions.

***Types of Accommodation***

- 5.9 The businesses that were targeted as part of the business survey were those types that typically locate in office, industrial or warehouse premises. The actual types of accommodation that they are located in are listed below.

**Table 15 – Types of Accommodation**

Unit Type	Responses
Office	15
Warehouse	15
Industrial/Factory	75
Laboratory	1
Other	49
<b>Total</b>	<b>155</b>

- 5.10 The largest unit type was industrial/factory (B2), which reflects the mix within the settlements. Units described as ‘other’ represent almost a third of premises, which are predominantly businesses operating out of home premises. This demonstrates the importance of home businesses and SMEs in the County, but also that many businesses are not in typical commercial premises.

***Sizes of Accommodation***

- 5.11 The table below shows the distribution of unit sizes from the respondents. This can be based on respondents’ estimates of size and show should be seen as indicative.

**Table 16 – Unit Sizes**

Unit Size (sqm)	Responses
0-100	9
101-200	28
201-500	44
501-1000	27

Unit Size (sqm)	Responses
1001-2000	8
2001-5000	5
5001+	2
Unknown	29
<b>Total</b>	<b>155</b>

### ***Tenure***

- 5.12 There was a reasonably even split between respondents reporting that their premises were leased (54 percent) and freehold (46 percent), which is a lower representation of leasehold premises than the transaction data in the previous chapter. The median lease term of leasehold respondents was 4 years.

### ***Advantages of Locating Business in Current Area***

- 5.13 Businesses were asked what the advantages of locating their business in their current area, with multiple responses allowed. A substantial variety of responses were provided, listed in the table below.

**Table 17 – Advantages of Locating Business in Area**

Unit Size (sqm)	Responses
It's where I am from	70
Close to staff	91
Close to markets	56
Close to customers	136
Transport links	101
Car parking on site	70
Reputation of the area	12
Affordability	127
Availability of premises	121
Other	2
<b>Total*</b>	<b>786</b>

\* Multiple responses allowed

### ***Disadvantages of Locating Business in Current Area***

- 5.14 Respondents were also asked about the disadvantages of their current location. Once again, multiple responses were allowed. Overall, substantially less responses were given than for the advantages of locating in the area, suggesting a high level of satisfaction of current premises.

**Table 18 – Disadvantages of Locating Business in Area**

Unit Size (sqm)	Responses
Poor transport links	13
Poor congestion	20
Poor car parking	3

<b>Unit Size (sqm)</b>	<b>Responses</b>
Distance from motorways	61
No disadvantages	113
Difficulty attracting staff	0
No access to markets	0
Not close enough to customers	0
Poor reputation/image	0
Lack of affordability	0
Limited availability	0
<b>Total Disadvantages*</b>	<b>97</b>

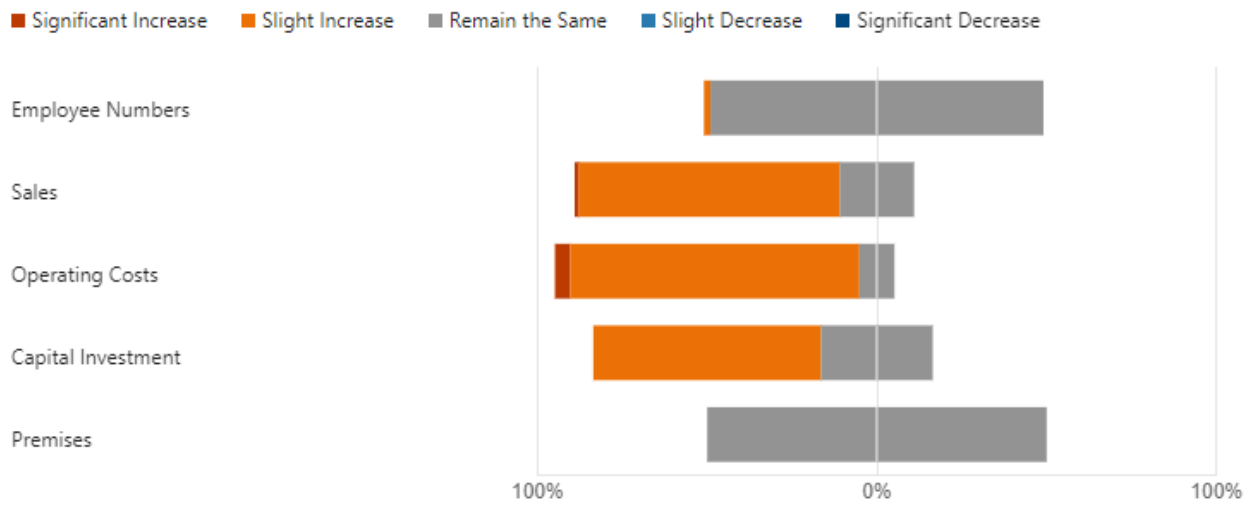
\* Multiple responses allowed

- 5.15 The focus of reported disadvantages related to transport, with the largest the distance from the motorways, but also local congestion and more generally poor transport links.

### **Performance of Business**

- 5.16 Respondents were asked to rate the performance of their business currently, compared to one year ago, with responses prompted from much weaker to much stronger. This is a particularly informative question in the current volatile economic environment. Overall, there was a net positive response, with 37 percent of respondents stating that current performance is slightly stronger than one year ago and 63 percent stating the performance was about the same. This is considered a solid response given the inflation pressures and economic volatility being experienced in 2022.
- 5.17 Respondents were also asked to compare current performance to how they expect the business to be performing in one year's time. Two-thirds of respondents stated that they expected the business to be slightly stronger in one year's time, with one-third saying it would be about the same as current levels. Once again, this is considered a solid response given economic uncertainty at present.
- 5.18 Businesses were also asked on particular performance metrics, which are summarised in the figure below. Once again there is an overall net positive, including strong positive directions for sales and capital investment. Given current high inflation environment, the expectation of increased operating costs is not surprising. The following figure illustrates the proportion of responses, with each full bar representing the full number of responses for each metric.

**Figure 10 – Business Performance Metrics**



***Requirements for Premises***

5.19 Only one respondent stated that their business has a requirement for alternative premises, though did not provide further details as to their requirement. Otherwise respondents stated that their current premises are sufficient for their needs. It is noted that this is not reflective of other market evidence, which shows strong demand, particularly for industrial units and a lack of choice for good quality premises.

## 6.0 EMPLOYMENT LAND ASSESSMENT

### Employment Areas

- 6.1 In this section an assessment of Herefordshire's main Employment Areas has been undertaken, providing guidance as to their options for growth. Table 19 provides details on the sites and separates each Employment Area by the relevant market town.
- 6.2 The assessment of sites has been based upon a review of the physical characteristics of sites, potential for development of employment uses and the quality of current uses of existing employment areas. The assessment has used site inspections, corroborated by an analysis of published data.
- 6.3 The sites are both those that are existing employment areas and vacant employment allocations identified within the Local Plan. Some of the identified employment land requirements within the Local Plan are not for identified employment sites, but rather a requirement of a certain number of hectares to be provided in the town (e.g. 5 ha for Bromyard, but not a particular site).
- 6.4 Sites have been scored based on a set of criteria provided in Appendix 3. This scoring is to measure the appropriateness of the sites for employment uses over the forecast period.

**Table 19 – Employment Land Assessment**

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
<b>Bromyard</b>						
-	Linton Trading Estate	Eastside 3000 Ltd, Marsten Developments, Herefordshire District Council and others	Established employment area on the A44, though not adjacent to the Bromyard settlement area. Predominantly an industrial estate, though has office space towards the front of the estate. The site has narrow access with limited parking. There is a vacant plot on the west of the site entrance currently in use for overflow car parking. Good prominence off the A44. Units are predominantly dated and of a modest quality. Uses include storage, utilities, small workshops and office space. Site is significantly sloped in parts, which has limited development yields and intensification of development within the site. Provides a localised but important economic function for Bromyard.	0.27	3.7	Small area of land in northwest corner of the site. Beyond the trading estate to the west is crop fields on sloped land, which would be the logical expansion area, though sloping would make a scheme more expensive. There are no planning constraints on surrounding land or on site.
-	Station Industrial Estate	TP Property Company, Kindale Enterprises LLP, private individuals	Direct access is reasonable from B4203, though broader access from A44 requires movement through very narrow and sloped town centre streets, which significantly reduces perception of prominence and accessibility for commercial vehicles. Units are of a modest quality with a more dated property in centre. There is a derelict unit in need of refurbishment on the western edge of the site. Kindale Enterprises are large landholders in the estate, purchasing the site as an investment sale in 2017. Some buildings are underutilised or vacant, including larger industrial units, which may take considerable time for releasing within this smaller area.	0.0	2.6	No available infill plots on site. Land east of the site is flat though is in a flood zone and not likely to be developable for employment uses.
-	Porthouse Industrial Estate	Polytec Holden Ltd, Lashlake Property Ltd, Elgar Properties Ltd, Marches Bottling and Packaging Ltd and others	Good quality industrial estate, with moderate and good quality units. Broader access is also limited by narrow town centre streets. Parking is an issue onsite with cars parked on the street, though some plots have off-street parking. There is a newer hybrid property to the west of the site with tenants including Canova, Woodstar, HL.SKJONG, C7 Auto Solutions and more. Reasonably wide access suitable for HGV access.	0.0	9.2	Land to the north of Porthouse Industrial Estate is in developer ownership (Marsten Developments Ltd) and is 2.01 ha. This provides a potential area of expansion if planning support is provided and access can be secured.
-	Hereford Road, HR7 4QU	Herefordshire District Council, H.O.P.E. For Children and Their Families Ltd, private individuals	Small industrial estate predominantly consisting of units of a modest quality. Petrol station on the southern edge of the site. There are a couple of modern units to the rear of the estate. Queen Elizabeth High School adjacent to the north. Small	0.0	1.8	Adjacent land to the north is moderately sloped whereas land to the east is mostly flat and preferable for development. Western land still has development potential but more constrained. None of this land is owned by developers – expansion in the near future appears unlikely.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
<b>Hereford</b>						
-	Three Elms Trading Estate	Herefordshire District Council	Long, linear estate with narrow frontage, limiting visibility for most occupiers from Three Elms Road. Terraced, two storey workshop/light industrial units with sufficient car parking. Units are of a moderate standard. Awkward lay out with some vacant brownfield areas currently unsuitable for development. Access via Three Elms Road passes residential areas. May be some longer term pressure to regenerate the site for residential uses, though still performing a local economic function for Hereford.	0.0	2.8	Potential for reconfiguration of existing site to provide a more intensive development, though not likely to expand outside of current site.
-	Beech Business Park	Westerby Trustee Services Ltd, GB Corporate Holdings Ltd, Hampton Hire Ltd, Inscapes Properties Ltd and others	Small agglomeration of industrial, office and workshop uses in a predominantly residential area. Units mostly consist of terraced workshop/light industrial premises. Some office provision with frontage to the access road. Gravel car park in the southwestern corner of the site. Layout is poor, with multiple accesses, awkward layout of units and narrow internal roads. Occupation rate is high, suggesting it is performing a key local function	0.0	2.5	No option for expansion within site. Potentially, flat land to south/west suitable for expansion. However, the land is owned by the Church Commissioners for England who have proposed a predominantly residential scheme for the land, with a small employment element on the western edge of their land in ownership.
-	Rotherwas Industrial Estate	Herefordshire District Council, Sigeric Ltd, Scanmerge Ltd, Schaeffler UK Ltd and others	Wide range of quality of buildings and uses on site ranging vastly in both size and quality. Rotherwas Industrial Estate is north and south of Holme Lacy Road. The Industrial Estate is the main agglomeration of industrial units in Hereford, providing local industrial services, but also broader engineering/production services. Much of the industrial stock is moderate/older stock with lower ceilings, not meeting modern expectations that general seek higher ceilings for more intensive storage.  Herefordshire Council's Skylon Park has improved the offer of high-quality premises in the estate, providing flexible office and workshop space for start-up and established firms.	0.0		Some intensification of uses or regeneration of older stock could occur, though net growth of employment uses is unlikely within Rotherwas Industrial Estate.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
Hereford Enterprise Zone	Hereford Enterprise Zone/ Skylon Park	Herefordshire District Council, multiple private sector owners	<p>Spread over 40 hectares and wrapping around the Rotherwas Industrial Estate, Skylon Park / Hereford Enterprise Zone comprises several clusters, each dedicated to specialist sectors, including defence and security, advanced manufacturing and engineering, food and drink production and sustainable technologies.</p> <p>Units developed thus far have included high quality industrial and hybrid units, as well as logistics/warehousing.</p> <p>Development plots include serviced lots at the North Magazine, comprising 12 lots totalling 5.64 ha. A further four serviced plots totalling 2.81 ha remain undeveloped in the central Skylon area. These North Magazine and central lots would be expected to be developed in the short term (e.g. within 3 years).</p> <p>Approximately 1.22 ha of land is available within the cyber quarter for development.</p> <p>In the longer term, some 8.44 ha is available for development within the HEZ at the south of the site. Some of this area is brownfield, older industrial area and some is undeveloped. This area would need to be serviced and plots allocated and thus would be a longer term proposition.</p>	18.11	40	Potential for further development adjacent to Cyber Quarter in the south on flat, greenfield land. New builds are being developed on vacant land in the north. There are several infill development plots throughout the site. HEZ report that remaining development sites are in HCC control, and in under interest or negotiation.
-	Westfields Trading Estate	H.P. Bulmer Ltd, Herefordshire District Council, Herefordshire Galvinizers Ltd, Sockett Properties and others	Trading estate predominantly consists of low-modest quality industrial units. Several of the roads have cars parked on the street suggesting that parking is an issue. National firms such as Heineken/Bulmers and Cargill have large premises to the south of the site, but the vast majority of businesses are independent firms serving a local need. Heineken/Bulmers are long-term occupiers and key part of the economic fabric of Hereford.	3.35	45.3	A few infill sites, both brownfield and greenfield, on site, including land to the east of Premier Business Park. H.P. Bulmers owns both a couple of brownfield infill sites and land adjacent to the estate in the south which could be developed out. Land does back onto residential street which could constrain development.
-	Holmer Road, HR4 9SL	Special Metals Wiggins Ltd, Balfour Beatty Group Ltd, Sockett Properties Ltd and others	Hard to navigate, mismatch of poor-modest quality industrial units behind retail frontage. Poor prominence. Special Metals Wiggins is a very large single occupant of about half the land. Other uses are local engineering and services firms. Some penetration of retail warehouse uses surrounding the site, which could result in evolution of some units.	1.8	37.9	There are a couple of infill sites with development potential within the estate, including to the rear of B & Q. This plot of land is owned by The Police and Crime Commissioner For West Mercia.



Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
	Foley Trading Estate	Swakeleys Properties Ltd and others	Small trading estate in the middle of a residential area in eastern Hereford. Units are small workshop/industrial units of a modest quality. Access to the estate is via narrow residential roads and thus the estate has a poor profile. Layout is poor and while there is onsite parking, this is limited resulting in crowding.	0.0	1.9	No opportunities for expansion
	Three Mills Trading Estate	Kenneth George Davies	Single building with multiple occupiers. Building is a large, older style industrial/warehouse buildings, with access to individual units via a circuit roadway around the building. Occupiers include metal fabrication and engineering firms. Units are of a moderate quality. Access is via Old School Lane, with this estate having the advantage of being in the north-east of Hereford, which has easier access to the wider region than other locations within Hereford.	0.0	3.1	No opportunities for expansion
	Plough Lane	Church Commissioners for England, Sweetman and Sons Ltd, H.P. Bulmer Ltd, Herefordshire District Council	Industrial estate close to the Hereford City Centre. Plough Lane has major occupiers, including Bulmers/Heineken and Herefordshire Council offices, as well as a range of small and mid-sized occupiers, including auto servicing, engineering, manufacturing businesses. Units are of a reasonable quality. Being close to the City Centre, the site is affected by congestion in the surrounding highways network.	0.0	15.0	No opportunities for expansion
<b>Kington</b>						
-	Hatton Gardens Industrial Estate	Imperial Properties Ltd, Langsun Ltd, Arrow Medical Ltd, HHD Developments Ltd and others	Narrow access throughout the industrial estate with workshop, warehouse and residential properties. The units are typically of a lower-modest quality. Insufficient parking results in many cars having to park on the street. Arrow Medical is the largest occupier within the estate, taking several units.	0.0	3.7	None - site is at capacity. Land to the south is in private ownership and adjacent to residential properties. Further development here would appear unlikely.
-	Sunset Yard	Kington Building Supplies Ltd	Kington Building Supplies is the sole occupier of the two yards adjacent to Barton Lane. The premise located off the B4355 is in a modest state of repair. The storage area off Barton Lane is a good quality facility but has poor accessibility.	0.0	1.4	Land to the north of the site. However, the narrow access road and sloped land would make development unlikely.
-	Kington, HR5 3EA	James Hay Pension Trustees Ltd, Private Individuals	Small industrial complex in good state of repair with good sized yard/parking. Kington Recycling Centre is to the south of the complex.	0.25	1.7	Could feasibly extend to the west (0.25 ha) and south of the recycling centre with just moderate sloping and land in single ownership. The land is located adjacent to the western side of the A411.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
<b>Ledbury</b>						
	Lower Road Trading Estate	Amcor Flexibles UK Ltd, Linthwaite Ltd, Marshall Properties Ltd, Ledbury Holdings Ltd and others	<p>Parking an issue with lots of on street, parked vehicles. Units are typically of a poor-modest quality on narrow streets, making HGV access difficult. Two entrances to the site, one of which passes through a residential area.</p> <p>Northern section of the trading estate has a mix of industrial and retail uses including occupiers such as Aldi, Argos and Homebase.</p>	0.0	13.4	No opportunities for expansion within site. Some threats of further infiltration of retail units in employment areas within the Trading Estate. Expansion would be the Map 12 Employment site (see below)
Lower Road Trading Estate - Map 12 Employment Site	Land adjacent to Amcor, Lower Road Trading Estate	Malvair Properties Ltd	The land is proposed for employment uses in Ledbury's Neighbourhood Development Plan. The land is a logical location for the extension of the existing estate but doesn't come without its constraints. The site is partially treed and in a flood zone. Access would appear to have to be via the Amcor site which could be objected to by the occupier. Adjacent to residential street to the south.	1.29	1.29	Full site available for development. Application received in May 2022 for a B8 and E(g) unit comprising 2,024 sqm.
-	Bromyard Road Trading Estate (including adjacent industrial premises)	European Aviation Ltd, ABE (Ledbury) Ltd, Sequani Ltd, Doehler I-Invest (UK) Lt d, JAGA Heating Products (UK) Ltd	<p>There are several moderate sized industrial premises along the B4214 / Bromyard Road. The B4214 is relatively narrow which would make HGV access to industrial premises and turning challenging. Each site has individual access from Bromyard Road and is not a consolidated estate</p> <p>Bromyard Road Trading Estate itself is small in size and holds premises of a modest quality. The estate has sufficient car parking.</p>	0.0	14.6	See below. No infill sites.
Land North of the Viaduct – Map 11 Employment Site	Land to the Southwest of Bromyard Road Trading Estate	Private individual	The expansion land to the rear of Bromyard Road Trading Estate, proposed for employment land uses in the Ledbury Neighbourhood Development Plan, is modestly sloped but aside from that unconstrained. Access to the site would need to be overcome.	3.4	3.4	Full site available for development of a mix of employment uses.
-	Homend Trading Estate	Shormil Ltd	<p>Long linear trading estate with modest quality terraced industrial units. Dedicated car parking is sufficient but narrow entrance and sloping would have HGV access difficult. Most units have no visibility from main road.</p> <p>Questionable location for Screwfix and Royal Mail. Could be indicative of a lack of availability of suitable premises in Ledbury for established national firms.</p>	0.0	1.82	Land to the rear (east) of the estate is heavily treed and unlikely be developed upon given the land's location.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
-	Robinsons Business Park	Heineken UK Ltd	Robinsons Business Park is home to the large Heineken brewery which is somewhat dated and in a modest state of repair. The site is situated in close proximity to Leaddon Way (A road). Little Marcle Road / Lilly Hall Lane becomes narrow beyond the brewery to the northwest. Specialised site for beverage production.	0.0	10.6	No land available for expansion within site.
Land South of Little Marcle Road – Map 10	Land South of Little Marcle Road	Heineken UK Ltd; Ledbury Rugby Football Club	Land to the south / southeast of the Heineken brewery is currently being marketed by DTRE, with various plots currently available. No planning constraints exist on site, aside from shrubbery.  There is also an area of land along western edge of the Heineken facility. Would most logically be used to extend existing facility but could be sold to provide additional industrial units along Little Marcle Road. Narrowness of the road could deter development.	1.34	12.0	Full 12 ha site identified in Local Plan Core Strategy comprises a 1.34 ha site within Heineken UK ownership and would appear to be developable with limited constraints. Remainder of site is currently used for sporting fields and development for employment uses would require relocation of rugby club and fields.
<b>Leominster</b>						
-	Leominster Enterprise Park	Frank H Dale Ltd, Flexspace No 1 LLP, Leo Pest Control Environment Services Ltd, JLPPT Holdco 7 Ltd and others	Several modern multi-let industrial units in the north of the site. Frank H Dale acquired the new facility to the southwest of the site, turning it into a highly automated steel production factory. The vast majority of plots have been developed with just three further plots still on the market.	2.9	11.7	Three plots remain available for development as part of the enterprise park. Would expect the plots to be developed in the near future given the success of the surrounding plots. Land owned by JLPPT Holdco 7 Limited. Plots are serviced
-	Southern Avenue Industrial Estate (including Croft Business Park and Barrington Business Centre)	Pencombe Property Ltd, Sippdeal Trustees Ltd, MJ Ainge & Co Ltd and others	Large industrial estate located in close proximity to the A49. Wide roads throughout the majority of the site providing HGVs easy access. Units tend to be of a modest-good quality and vary in size.	1.04	30.8	Estate appears to be at capacity aside from small area south of Southern Avenue. Land to the southeast of the estate could provide logical land for expansion. This land is not in developer ownership.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
-	Frank H Dale, HR6 8EF	Frank H Dale Ltd	<p>Facility is located in the northeast of Leominster. The large warehouse property sits on its own, with some outdoor storage and underutilised land. Majority of steel operations have relocated to Leominster Enterprise Park, providing regeneration opportunity for site. Application for part of site (rear) has been approved for a health hub, including pharmacy, therefore lost for office/industrial employment uses.</p> <p>. There is brownfield land north of the warehouse which appears to not be in use. Easily accessible by HGV from the A44. Property appears to be in a good state of repair.</p>	1.3	6.4	Potential for expansion on brownfield land, north of the Frank H Dale facility, excluding health hub area. Regeneration opportunity for steel works site, but recommended to retain for employment.
-	Brightwells / Easters Court, HR6 0DE	Brightwells Ltd, Russell Baldwin & Bright	Site consists of Brightwells Auction House and Easter Court, with occupiers such as Brightwells and Hector Finch. Easters Court is a high-quality office scheme in a good state of repair. Land to the south is used as open-air storage of predominantly vehicles to go to auction.	0.0	4.0	Flat surrounding land has development potential. Could extend industrial development around the roundabout or south of the site adjacent to the western side of the A49 (in private ownership).
<b>Ross-On-Wye</b>						
	Haigh Estate	The Haigh Group Ltd	Predominantly consists of small, terrace workshop premises with a few larger industrial units in southern half of the site, all of a modest quality. Sufficient parking and wide roads on site, however, access from Alton Road is along a fairly narrow residential street.	0.0	2.6	None - site at capacity.
	Overross Industrial Estate (including Ross Park)		<p>Significant industrial estate in a high-profile location. Large industrial units of a modest - good quality located just off the A40 and A449. Wide access suitable for HGV access. Regionally important estate, with links to broader strategic road network.</p> <p>Ross Park consists of predominantly retail or fast food providers but does hold Overross House Business Centre, an office premise.</p>	0.0	17.1	Land to the north of industrial estate is sloped making development difficult. There is a plot of land south of Vimto which could be developed. However, the plot does back on to residential to the west.

Planning Reference	Location	Ownerships	Description	Net Developable Land, ha	Gross Size, ha	Available Expansion Land
	Chase Industrial Estate	Camanoe Estates Ltd, Royal Mail Group Ltd, Standard Life Trustee Company Ltd, Sanlam Life & Pensions UK Ltd and others	Small site in the Alton Road employment area. Poor prominence and mismatch of buildings of varying size and shape. Disjointed layout. Royal Mail facility to the rear of the estate. Sufficient parking.	0.0	0.8	None – site at capacity unless reconfigured
	Alton Business Park	Woodfield Developments Ltd, Salvagnini UK & Ireland Ltd, PA Trustees and others	New, high-quality business park within the Alton Road employment area. Units are a range of hybrid office and industrial premises. EV Vehicle charging points on site. Sufficient parking and logical site layout.	0.0	1.7	See below.
	Land south of Alton Business Park	Four Seasons (AM) Ltd	Development land to the south of Alton Business Park, adjacent to Howdens, with service road already in place. The success of Alton Business Park would suggest that further expansion of the business park should be encouraged. Access point established between Alton Business Park and this site.	1.04	1.04	All available.
	Alton Road Industrial Estate and Enterprise Centre	Catillon Associates LLP, David Booler Sipp Trustees Ltd, Alan Porter Ltd, Newlands Holdings Ltd and others	Southern most of the employment areas within the Alton Road employment area and adjacent to some residential areas. Site mostly consists of dated industrial premises in a modest state of repair with low eaves. Additionally, there is a limited office offering on site. The road providing access to the site is narrow and there is limited parking.  The Bradfords Building Supplies and Marleton Cross facilities also sit adjacent to the site to the east.	0.0	1.9	Land to the south is adjacent to residential property and is in private ownership, making expansion here unlikely.
	Model Farm (Ross Enterprise Park)	Herefordshire County Council	Land to the north of the strategic housing site at Model Farm will be the site for a mix of employment uses. Planning permission for mix of employment uses is in place but units yet to be brought forward.	7.0	7.0	All land available

Source: Local Plan, BE Group analysis

### **Summary of Areas**

- 6.5 Table 19 lists the available sites and existing employment areas within Herefordshire. Overall, there is some 43.09 ha employment land available in Herefordshire. However, it is also important that the six key settlements are also each provided with sufficient employment land. The following paragraphs summarise the employment land market within the six settlements.
- 6.6 In **Bromyard** there are locally significant industrial estates that have been providing a function for many years, with a combined 19.3 ha in size. Of the vacant available land, only one site within Linton Trading Estate is likely to be available within a short time period, providing only 0.27 ha. Potentially some 2.0 ha of adjacent land to the Porthouse Industrial Estate could be brought forward, though would need planning consent and access solution. However, overall there is a lack of available employment land likely to come forward for employment uses. Further development in Bromyard may therefore have to take place on greenfield land.
- 6.7 Approximately 23.26 ha of undeveloped employment land is available within **Hereford**, the significant majority of which is located within the Hereford Enterprise Zone (Skylon). The Enterprise Zone includes sites are serviced and marketed and would be expected to come forward within a short time frame. However, there is also approximately 8.44 ha of land within the Enterprise Zone that is unserviced and would be a longer-term prospect.
- 6.8 **Kington** has just 0.25 ha of development land in or around existing employment areas. This is within a single site adjacent to the west of Kington Recycling Centre. The 0.25 ha of land is owned by a private individual but currently leased to Kington Recycling Centre. It is unlikely this site would be of significant interest to developers given its lack of prominence on an edge of town estate.
- 6.9 **Ledbury** has 6.03 ha of land suitable for expansion around existing employment in three locations. All these areas of land were identified in the Ledbury Neighbourhood Development Plan as suitable for employment use. Two of the sites have access issues that would need to be addressed for development to take place. The Land to the south of Little Marcle Road is being marketed and could therefore be developed upon in the near future. Further land around Little Marcle Road could be brought

forward more in line with the 12 ha envisaged within the Core Strategy if the Rugby Club was relocated.

- 6.10 **Leominster** has 5.24 ha of employment land available, including serviced plots within the Enterprise Park and brownfield sites. This does not include the 10 ha stated within the Core Strategy for expansion of the Enterprise Park to the south. Any expansion land would be on land owned by the Principal and Scholars of the King's Hall and College of Brasenose in Oxford and would need to be taken from a much larger landholding.
- 6.11 In **Ross-on-Wye**, some 8.04 ha of employment land is available, including an immediately developable plot and a greenfield site with outline planning permission. There is 1.0 ha of land immediately south of Alton Business Park, Ross-On-Wye. This is a good quality site where development is likely to take place in the form of an extension to Alton Business Park. Model Farm (7.04 ha) would provide the bulk of growth of employment uses in Ross-on-Wye in the medium term.
- 6.12 It is noted that several sites have not come forward despite being allocated for employment for several years. There is a lack of private sector developer interest in Hereford and the market towns, with the significant schemes that have been brought forward in recent times (Hereford Enterprise Zone, Leominster Enterprise Park) having public sector resources and interest to drive development.
- 6.13 Table 20 below further summarises the Net Developable Land and Site Gross Size information to provide a total figure for the Land Supply for Herefordshire.

**Table 20 – Herefordshire Land Supply**

Site Name	Net Developable Land (ha)	Site Gross Size (ha)
<b><i>Bromyard</i></b>		
Linton Trading Estate	0.27	3.7
Station Industrial Estate	0.0	2.6
Porthouse Industrial Estate	0.0	9.2
Hereford Road	0.0	1.8
<i>Bromyard Total:</i>	<i>0.27</i>	<i>17.3</i>
<b><i>Hereford</i></b>		
Three Elms Trading Estate	0.0	2.8

Beech Business Park	0.0	2.5
Rotherwas Industrial Estate	0.0	
Hereford Enterprise Zone	18.11	40
Westfields Trading Estate	3.35	45.3
Holmer Road, HR4 9SL	1.8	37.9
Foley Trading Estate	0.0	1.9
Three Mills Trading Estate	0.0	3.1
Plough Lane	0.0	15.0
<i>Hereford Total:</i>	<i>23.26</i>	
<b><i>Kington</i></b>		
Hatton Gardens Industrial Estate	0.0	3.7
Sunset Yard	0.0	1.4
Kington, HR5 3EA	0.25	1.7
<i>Kington Total:</i>	<i>0.25</i>	<i>6.8</i>
<b><i>Ledbury</i></b>		
Lower Road Trading Estate	0.0	13.4
Land adjacent to Amcor, Lower Road Trading Estate	1.29	1.29
Bromyard Road Trading Estate (including adjacent industrial premises)	0.0	14.6
Land to the Southwest of Bromyard Road Trading Estate	3.4	3.4
Homend Trading Estate	0.0	1.82
Robinsons Business Park	0.0	10.6
Land South of Little Marcle Road	1.34	12.0
<i>Ledbury Total:</i>	<i>6.03</i>	<i>57.11</i>
<b><i>Leominster</i></b>		
Leominster Enterprise Park	2.9	11.7
Southern Avenue Industrial Estate (including Croft Business Park and Barrington Business Centre)	1.04	30.8
Frank H Dale, HR6 8EF	1.3	6.4
Brightwells / Easters Court, HR6 0DE	0.0	4.0
<i>Leominster Total:</i>	<i>5.24</i>	<i>52.9</i>
<b><i>Ross-On-Wye</i></b>		
Haigh Estate	0.0	2.6
Overross Industrial Estate (including Ross Park)	0.0	17.1
Chase Industrial Estate	0.0	0.8
Alton Business Park	0.0	1.7
Land south of Alton Business Park	1.04	1.04
Alton Road Industrial Estate and Enterprise Centre	0.0	1.9



Model Farm (Ross Enterprise Park)	7.0	7.0
<i>Ross-On-Wye Total:</i>	<i>8.04</i>	<i>32.14</i>
<b>Herefordshire Total:</b>	<i>43.09</i>	

*Sources: Core Strategy, LandInsight, Herefordshire Council, BE Group analysis of sites*

## Site Grading

6.14 All sites have been graded using a standard scoring system that consists of objective measures (as far as possible). Each site is scored out of 90, made up of nine individual measures, each scored out of ten. These are:

- Proximity to the strategic highway network
- Prominence
- Access to public transport
- Sequential testing
- Ability to expand
- Access and congestion
- Interface with neighbouring sites
- Building quality and Condition
- Site Amenity.

6.15 The scoring system is provided in Appendix 3 and the scoring matrix is in Appendix 4.

6.16 On-the-ground inspections of the existing areas were undertaken to determine gradings. From the review and scoring of the existing employment areas, some sites scored poorly, and these are listed below, with comments as to the on-going potential uses of these sites.

6.17 Some of the areas scoring lowly, did so on the basis that they are remotely located, rural sites. The criteria relating to proximity to the road network, prominence and access meant that these sites scored low. While they would not be appropriate for the majority of potential B-class and E(g)-class users, and it would be inappropriate to rely heavily on such assets to provide employment premises, these areas provide a local function important to the rural economy.

**Table 21 – Poorly Performing Employment Areas**

Name	Score, max 90	Comments and Recommendations
<b>Bromyard</b>		
Linton Trading Estate	44	<p>A small, rural, light industrial estate with moderate site amenity. Access is very narrow and building quality and condition is poor. Regardless of these factors, the estate has a healthy occupancy rate and serves a local need off the A44, a major A road in the county.</p> <p><b>It would be recommended that employment activities continue on this site to serve local need.</b></p>
<b>Hereford</b>		
Foley Trading Estate	39	<p>A small trading estate with limited access and poor prominence, given its location within a residential area. While performing a local employment function, its location is inappropriate for employment uses and it would be preferable that the site is developed for other uses in the fullness of time.</p> <p><b>It would be recommended that this site is not protected for employment activities.</b></p>
<b>Kington</b>		
Hatton Gardens Industrial Estate	44	<p>A small industrial estate on the fringes of Kington. Access on to the site is narrow and partially residential. Lacks prominence from the A44. No opportunity for expansion of the site on site or on surrounding land. Building quality is mixed and on street parking makes congestion an issue. Having said all the above, the local businesses on the estate serve the Kington market and occupancy rates are healthy.</p> <p><b>It would be recommended that employment activities continue on this site to serve the Kington market.</b></p>
Sunset Yard	50	<p>Small industrial yard home to Kington Building Supplies. Access is via narrow B road – little prominence. There is a lack of ability to expand the site due to constrained surrounding land.</p> <p><b>It would be recommended that employment activities continue on this site to serve the Kington market.</b></p>
<b>Ledbury</b>		
Homend Trading Estate	52	<p>Small, linear scheme with poor prominence off A438. No room for expansion onsite or on surrounding land. Access on to the site is via a very narrow road which creates congestion issues. However, site has established occupiers including Screwfix and Royal Mail onsite and other units appear fully occupied.</p> <p><b>Trading estate should continue to be used for employment purposes. However, national firms in operation on this estate is indicative of a lack of good-quality options in alternative locations in Ledbury.</b></p>
<b>Ross-On-Wye</b>		
Alton Road Industrial Estate and Enterprise Centre	47	<p>Medium sized industrial estate adjacent to residential property to the north and west. On street parking creates congestion issues. No expansion land available onsite or on adjacent land.</p> <p>Given the age of the estate and the residential property adjacent, the site could be lost to housing in the future. However, modern industrial premises have been built to</p>

Name	Score, max 90	Comments and Recommendations
		<p>the northeast. Potential for redevelopment of the site to create modern premises to fit with development to the north.</p> <p><b>It would be recommended that the site remains in use for employment. The site would benefit from improvements in public realm / building quality to match high-quality schemes to the northeast.</b></p>

6.18 Sites not listed in the table above performed better in the scoring assessment and would be recommended to be retained for employment.

## 7.0 OBJECTIVELY ASSESSED NEED FOR EMPLOYMENT LAND

### Introduction

7.1 Planning Practice Guidance states that the assessment of future land needs should be determined by looking at both past trends and future forecasting methods, and highlights that these should include historic land take-up and future employment/population change. The methodology employed in this study uses two models and associated sensitivity testing, to identify OAN for Herefordshire. None provide an exact answer, though they are informative in assessing the employment land market. Trends and forecasts must also reflect market signals and therefore they are considered in the context of the market overview undertaken as part of this study. The models including their underlying assumptions and limitations are discussed below.

7.2 The models are:

- Historic land take-up forecast

This reviews the actual take-up of employment land in the county over a period of time. The method is not wholly reliable as there will be peaks and troughs and also different time periods taken can also result in different outcomes. For example, a period of sustained growth may show a high average take-up whereas looking over a recessionary period could well reflect low or even nil take-up. This method is reliant on the quality of the data and time period over which the data has been collected, in order to have a solid basis for forecasting.

- Employment based forecast

This relies on the econometric forecasts which use a model that projects the likely jobs growth in different industry sectors. The jobs from figures are then translated to land using a formula based on a jobs to floorspace density, which in turn can be translated into the projected land need. This scenario uses as its base the updated economic forecasts (May 2022), produced by Oxford Economics. This latest forecast accounts for macro-economic changes since 2019, particularly the implications of Brexit as they are presently understood and the projected long term impacts of the Covid-19 Pandemic on the local economy. The forecasts have also been provided for the six settlements in Herefordshire. Forecasts for very small areas such as town-level forecasts are subject to significant uncertainties but are informative of projected trends.

- 7.3 These forecasts have several limitations. They are based on national and regional trends with some local adjustments for some industry sectors, which means, at a local level economic activity is not always accurately represented (e.g. particular characteristics of the Herefordshire market, including its rural economy). Also, merely translating jobs to land needs will not always reflect local property trends. Therefore, sensitivity testing against actual land take-up is undertaken to assess how the two trends in Herefordshire are related.
- 7.4 The econometric forecasts are useful in that they analyse each industry sector and, in conjunction with other market data, the forecasts can identify where sectors may be growing, or shrinking which in turn can inform land and property needs.
- 7.5 The method adopted in this Study brings together all the forecasts and compares them with historic trends through the sensitivity testing. To do this, actual land take-up and building completions over a period from 2006 to 2021 are compared with land needs that would have been generated from jobs change during the same period. The resultant land figures show that actual take-up is many times the assumed need compared with the jobs calculation for that period.
- 7.6 BE Group does not support the blending or hybridisation of forecast methods.
- 7.7 The methods, and calculations, are considered in turn.

**Model 1: Historic Land Take-up**

- 7.8 Employment land take-up is recorded in the Council's Annual Monitoring Report. Table 22 shows the schedule of completions between 2006 and 2021 based on this data. On average, over the 15 year period, 7.0 ha of land was taken up per annum. Higher rates of take up were observed prior to 2011, with take up in the last ten years slowing. Data is incomplete for individual settlements and thus is insufficient to provide meaningful average on a town-by-town assessment basis.

**Table 22 – Employment Land Take-Up, 2006-2021**

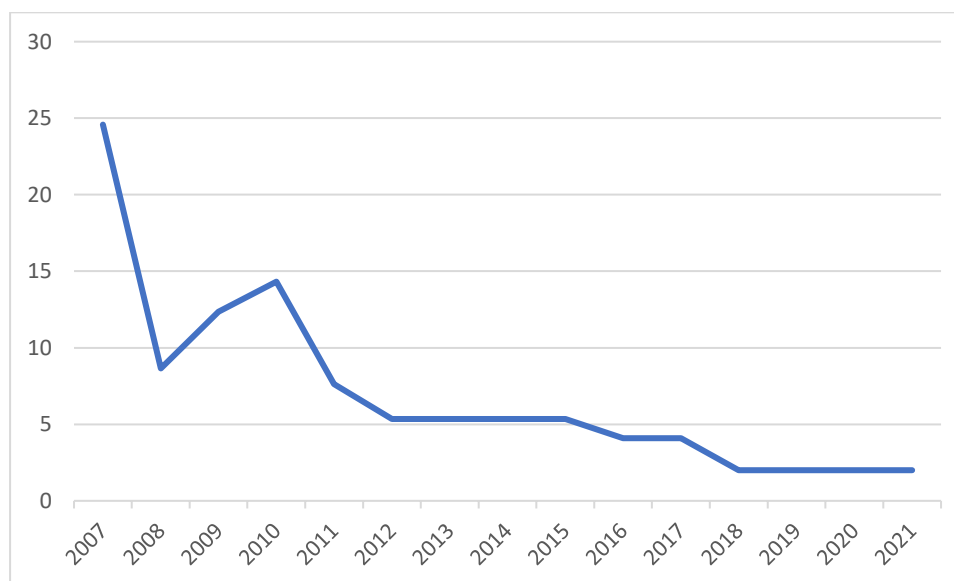
<i>Monitoring Period</i>	<i>Take-Up / Completions (Ha)</i>
2017-2021	8.0*
2015-2017	8.2
2011-2015	21.35
2010-2011	7.62
2009-2010	14.31
2008-2009	12.36
2007-2008	8.66
2006-2007	24.58
Total	105.08
Average (15 year period)	7.0

Source: Various Herefordshire County Council Annual Monitoring Reports, 2022

\*27.0 ha figure from Herefordshire Local Plan Core Strategy Policy Monitoring (2021) has been reduced to 8.0 ha as figure for Unit 7b, Homend Trading Estate should have been 0.19 ha and not 19.0 ha

7.8 The take-up has significantly varied from year to year. The following figure illustrates the growth, with the take-up averaged for periods where a single figure is provided for multiple years (e.g. for 2017-21).

**Figure 11 – Employment Land Take-up in Herefordshire, 2006-21**



Source: Various Herefordshire County Council Annual Monitoring Reports, 2022

7.9 It is noted that the largest recorded year was 2006/07, the first year recorded and thus the oldest figure. If this year's take-up is removed, the average falls to 5.8 ha/yr. This highlights the importance of the underlying assumptions and the implications for the forecasts. When considering the base average take-up rate to apply, the following are considered:

- As a principle, it is useful to include as long a time range as possible to use as the basis for the average take-up, in order to have periods of stronger and weaker growth, which is likely to occur over a forecast period of 20 years.
- Inclusion of the high figure would be a recognition that such a figure could occur again over the forecast period and represents a reasonable year of growth.
- The high figure is the oldest figure in the forecast period and is almost double that of the next highest single year figure of 14.42 ha in 2009/10. Therefore, there must be some doubt as to whether it is likely to reoccur over the forecast period.
- More recent years may be artificially depressed due to a lack of developer interest, rather than a lack of occupier interest. It is noted that when new build has come forward (e.g. Hereford Enterprise Zone) this has been quickly occupied. Therefore, growth in more recent years is likely to be limited by development constraints, including viability of schemes, rather than demand for space. A more unconstrained market is likely to have seen take-up at higher than the 2.7 ha/yr recorded over the six years to 2021.
- The pandemic is also likely to have reduced take-up in 2020 and 2021, adding a further development constraint to the market. Transactions in build industrial and office stock were low in Herefordshire. However, forecasting cannot account for such a substantial economic shock to occur again over the forecast period.

7.10 Therefore, there are arguments for applying the average based on the full period (7.0 ha/yr) and arguments for applying the average that excludes the 2006/07 figure (5.8 ha/yr). The higher level could be seen as a more optimistic scenario that would expect some stronger growth, whereas the lower figure, which still includes years of strong growth, may be considered a more moderate growth trajectory.

7.11 Using the average take-up rates and applying it to the Local Plan period of 2021-2041 (20 years), the following employment land requirements are calculated for Herefordshire:

At 7.0 ha/year x 20 (years) = **140.0 ha**

At 5.8 ha/year x 20 (years) = **116.0 ha**

7.12 The County should also have a buffer in supply to reflect a choice of sites by size,

quality and location and to provide a continuum of supply beyond the end of the 2041 period. This also makes some allowance for the loss of further employment land to non B-Class uses over the period to 2041. There is no set guidance on how long this buffer should be, however, in over 65 employment land studies completed by BE Group over the last 15 years, a buffer of five years has usually been applied. This has been identified as an acceptable margin in Local Plan Examinations in Public (EIP's), in which BE Group's employment needs assessments have been appraised.

- 7.13 Based on the historic take-up trend this would generate the following further land needs:

At 7.0 ha/year x 5 (years) = **35.0 ha**

At 5.8 ha/year x 5 (years) = **29.0 ha**

- 7.11 Added to the 2041 need figure, this increases the requirement estimates as follows:

At 7.0 ha/year: 140.0 + 35.0 = **175.0 ha**

At 5.8 ha/year: 116.0 + 29.0 = **145.0 ha**

- 7.12 Overall need of additional land can then be assessed through a comparison of current supply set against these figures.

### **Model 2: Employment Based Forecast**

- 7.13 Work has been completed using an Oxford Economics forecast. The forecast projects employment change from 2011 to 2040. In order to project need for the plan period (2021-2041) the data has been extrapolated to include 2041. This has been done by taking an average of the five years prior to 2041. In addition, the models available include actual data from 1991 onwards and thus past demand can be used to calculate the assumed land need over the historic period for comparison with actual land take-up over the same period.

- 7.14 The forecast breaks down the projections into 19 industry sectors for Herefordshire. For the town-level forecasts, nine broader industry sectors are analysed, recognising the higher level of uncertainty within individual sector forecasts at this level

- 7.15 There are several points that need to be considered when interpreting and using economic forecasts and the results drawn from them:

- The results are indicative rather than exact. While econometric modelling is



carried out using the best available economic data the results are an indication of what is likely to happen, and they may of course vary dependent on unexpected events. Covid-19 and Brexit are examples of these impacts and economic uncertainty remains on the exact economic impact of both.

- The longer term the data, more variation away from the forecast is likely.
- There can be significant differences in the outcomes predicted by different companies. Typically, forecasters start with their assumptions on the national growth position and break it down to a local level using a range of assumptions. Clearly the headline growth expectations and the assumptions will differ and the level of local knowledge feeding into the disaggregation is *poor*.

7.16 Growth projections for the 2021-2041 forecast period are summarised in Table 23.

**Table 23 – Employment Change by Employment Numbers 2021-2041\***

<b>Sector</b>	<b>Oxford Economics Forecast</b>
Agriculture, etc.	(1,200)
Mining and quarrying	(60)
Manufacturing	(3,900)
Electricity, gas and steam	(30)
Water Supply	(120)
Construction	390
Wholesale and retail trade	(1,100)
Transport and storage	(340)
Accommodation and food services	510
Information and communications	70
Financial and insurance activities	(70)
Real estate	(75)
Professional, scientific and technical	310
Business administration	230
Public administration	(400)
Education	(810)
Health	600
Arts	460
Other	70
<b>Total</b>	<b>(5,600)</b>

Source: Oxford Economics 2022

\*Figures in brackets are negative

- 7.14 Overall, Oxford Economics forecasts a net decrease in jobs by 5,600. The largest growth sectors are expected to be Health (600 jobs), Accommodation and food services (510 jobs) and Arts (460 jobs). Substantial losses are expected in the Manufacturing (3,900 jobs), Agriculture (1,200 jobs) and Wholesale and retail trade (1,100 jobs) sectors. Of the above discussed sectors, only the loss of employment in Manufacturing will significantly affect demand for E(g)/B-Class employment land.
- 7.15 Office-based sectors are expected to see a net increase in jobs of 540 by 2041. Most of the increase is expected to take place in the Professional, scientific and technical sector (310 jobs), followed by Business administration (230 jobs).
- 7.16 It is noted that Oxford Economics also forecast a population decline for Herefordshire over the forecast period, whereas the ONS's most recent forecast is for modest growth. Either population forecast trajectory suggests that the working age population will decline as a share of the overall population in Herefordshire. The Oxford Economics population trajectory is influencing the projected decline in employment in the County (though would not be the only factor). If the actual change in population is more in line with the ONS trajectory, it is likely that employment would be higher than that forecast by Oxford Economics. However, it is likely to still be a negative figure, given that the significant majority of growth will be in the 65+ year cohort.

### ***Assessing Objectively Assessed Needs***

- 7.17 In terms of future employment land requirements, only certain sectors will translate jobs into a requirement for employment land. The model assesses what percentage of jobs in each sector translates to floorspace. For example, in transport and storage a percentage of jobs will be warehouse based, whilst the remainder will be drivers not operating on site. Thus, this model is likely to be affected by a number of key factors:
- The future mix of activities in respect of office, manufacturing and warehousing employment within different sectors. It is not possible to predict the impact of evolving technical change over the period to 2041, and we have therefore assumed that this mix will not change over the period
  - The percentage of employees in each sector that will translate to floorspace. The proportion of people in each industry sector that occupy Eg(i), B2 or B8
  - The average space each employee occupies – the employment density. We have assumed no variation in the density rates through to 2041 and have used those densities identified in the HCA 2015 published Employment Densities

Guide 3<sup>rd</sup> Edition. With changing work practices, the densities will vary, but in the absence of more locally sourced data this industry accepted data is used

- The average development floorspace per ha for office, manufacturing and warehousing activities. We have applied the uniform amount of 3,900 sqm per ha.

7.17 These assumptions are summarised in Table 24.

**Table 24 – Model Assumptions**

Industry Sector	Employees		
	Percentage of Staff Occupying B1, B2, B8 Floorspace (percent)	Floorspace Occupied per Person (sqm)	Other Comments
Agriculture	5	12	Managerial, admin, thus B1(a) office space
Manufacturing	100	47	The density reflects largely B1(c) light industrial space. The model ratios do allow for higher levels for B2 uses.
Utilities (Electricity, gas and steam and Water supply)	26	12	Managerial, admin, thus Eg(i) office space
Construction	26	12	Managerial, admin, thus Eg(i) office space
Distribution (Accom. And food services and Wholesale and retail trade)	48	70	Warehouses, offices - primarily 'Final Mile' Distribution Centres
Transportation	48	70	Warehouses, offices - primarily 'Final Mile' Distribution Centres
Financial & Business	100	12	Eg(i) offices
Government & Other Services	22	12	Local Government, Public Administration Eg(i) offices

Source: SERPLAN and HCA, 2015

7.18 Using the adjustments shown in Table 24, the net job figure for each sector is calculated to reflect the proportion of jobs occupying 'B' floorspace. That figure is then multiplied by the floorspace per person to give total floorspace for each sector.

7.19 Once a total floorspace is calculated, the figures are then translated to a land

requirement using the ratio of 3,900 sqm per hectare. This applies to all use classes. Table 25 show these calculations. Sectors showing jobs growth resulting a positive land requirement are shown separately from jobs reductions.

**Table 25 – Employment Based Forecast 2021-2041\***

<b>Growth Sectors</b>	
Total Floorspace, sqm	27,130
Divided by Development Floorspace per ha	3,900
Equivalent Employment Land Needed, ha	6.96
<b>Sectors in Decline</b>	
Total Floorspace, sqm	(237,807)
Divided by Development Floorspace per ha	3,900
Equivalent Employment Land Reduction, ha	(60.98)
<b>Net Land Need, ha</b>	<b>(54.02)</b>

Source: BE Group, 2022 analysis of OE forecasts

- 7.20 When the land needs from both jobs growth and jobs reduction are brought together the net land requirement based on these changes can be calculated as a net declining requirement of 54.02 ha.
- 7.21 However, the net outputs are severely limited by the large declines in manufacturing employment predicted in the model. Even if this decrease does occur as forecast, there is no reason to assume that a decline in employment will lead to a significant loss of employment land. Experience suggests that even where businesses are contracting, in labour terms, they will continue to hold onto sites in anticipation of future improvement and change. Also, where jobs are being lost to automation, those new automated processes will still require land on which to operate and can lead to higher productivity and growth.
- 7.22 Thus, there is a case for looking at the land need resulting from sectors predicted to grow only. This gives a need of **6.96 ha**.
- 7.23 It is noted that figure falls significantly below the forecast based on historic take-up.

### **Market Towns Analysis**

- 7.26 Oxford Economics also provided forecasts for the six market towns in Herefordshire analysed throughout this study. Using the employment-based forecasting technique

demonstrated above for Herefordshire, total floorspace and land required in each town has been calculated. Table 25 below shows the total floorspace required in each market town.

**Table 26 – Floorspace Requirement by Town**

Industry	Total Floorspace Required, sqm					
	Bromyard	Hereford	Kington	Ledbury	Leominster	Ross-On-Wye
Agriculture and fishing	-1.8	-3.7	-3.7	-0.6	0.0	0.0
Energy and water	-7.1	-442.7	-48.7	-7.1	-14.1	-24.7
Manufacturing	-12680.2	-98183.7	-2817.4	-13015.7	-10515.9	-10231.9
Construction	125.4	151.0	52.1	62.2	33.6	46.1
Distribution, hotels and restaurants	1421.3	-14943.3	336.1	-3743.4	-961.3	100.2
Transport and communications	-426.3	-4240.3	-106.6	-1339.7	-316.3	-495.8
Banking, finance and insurance	63.3	3897.9	311.4	96.7	279.2	89.7
Public admin. education and health	-314.9	-1108.2	-336.4	-619.7	-588.2	-702.8
Other services	36.8	682.6	19.2	101.7	118.8	98.9
<i>Total Growth:</i>	<i>1646.8</i>	<i>4731.6</i>	<i>718.9</i>	<i>260.7</i>	<i>431.6</i>	<i>334.9</i>
<i>Total Decline:</i>	<i>-13430.3</i>	<i>-118921.8</i>	<i>-3312.8</i>	<i>-18726.2</i>	<i>-12395.7</i>	<i>-11455.2</i>
<b>Sum:</b>	<b>-11783.5</b>	<b>-114190.2</b>	<b>-2593.9</b>	<b>-18465.5</b>	<b>-11964.1</b>	<b>-11120.3</b>

Source: Oxford Economics, 2022

7.27 All six of the market towns are projected to have a negative net requirement in terms of total floorspace based on this approach. Table 27 below converts the floorspace need into ha.

**Table 27 – Employment Land Requirement by Town**

	Net Employment Land Requirement, Ha					
	Bromyard	Hereford	Kington	Ledbury	Leominster	Ross-On-Wye
Total Growth:	0.4	1.2	0.2	0.1	0.1	0.1
Total Decline:	-3.4	-30.5	-0.8	-4.8	-3.2	-2.9
Net:	-3.0	-29.3	-0.7	-4.7	-3.1	-2.9

Source: Oxford Economics, 2022

7.28 In total, the six market towns have a net employment land need of -43.62 ha to 2041. It should be noted that with some sectors projected to have growing employment land demands and some with declining employment land demands, just looking at a net employment land implies a smooth transition from one employment use to another. This may be appropriate and relatively straightforward in some instances (e.g. from manufacturing to warehousing) but not appropriate in others (e.g. manufacturing to

office). Therefore, the growth sectors forecasts should be the focus of this analysis.

- 7.29 At any rate, whether using net forecast or growth sectors only, this forecast for the six settlements appears to be significantly short of what is likely to be required over the next 20 years. The total growth sector requirement of 3.1 ha over 20 years appears a significant underestimation compared to the on-the-ground analysis of demand from the commercial agents or the reported activity in the Hereford Enterprise Zone or other significant employment areas.

**Employment Land Take-Up/Employment Change Comparison**

- 7.24 The accuracy of the employment forecast of this Study can be questioned given how much the Oxford Economics employment forecasts have fluctuated over the past few years. Given that, at the time of writing at least the nature of the UK's post Brexit and Covid economy, and the global economy generally, remain uncertain, it is impossible to say if these 2022 long term projections are in any way accurate. Furthermore, the volatility in the market also brings into doubt whether relying on past take-up data for future projections can be undertaken with confidence.

- 7.25 In addition, employment change does not translate to land provision in the way set out in the above employment-based models. There are several factors that will influence the land requirement and it is necessary to understand the market signals to predict a more accurate employment land requirement. These factors include:

- Will the decline in jobs lead to the release of land? As noted previously, experience suggests that even where businesses are contracting, they will continue to hold onto sites in anticipation of future improvement and change. Where jobs are being lost to automation, those new automated processes will still require land on which to operate and can lead to higher productivity and growth
- Land take-up/property needs can be for different reasons such as modernisation or geographic relocation, land banking for future needs
- Expansion may also be within existing premises or on expansion land not accounted for in land allocations
- Due to the Covid-19 Pandemic, there was a focus on working from home where possible. This trend being continued to some extent in the post-pandemic environment for office-based workers. Therefore, some companies will need

less space even if they increase their workforces, as some staff will be fully/partly working from home.

- 7.30 Therefore, to test how closely jobs change translates to land take-up, historic trends have been compared. Using the same methodology, the land need based on employment change has been calculated for the period 2006-2021 and compared to take-up figures for the same period. This is shown in Table 28.

**Table 28 – Employment Land Take-Up/Employment Change Comparison 2006-2021\***

<b>Employment Change</b>	<b>Total Jobs</b>	<b>Land (Ha)</b>
Growth	9,600	27.92
Decline	(4,100)	(31.94)
Net growth / (loss)	<b>5,500</b>	<b>(4.02)</b>
Historic land take-up	-	<b>105.08</b>

Source: Oxford Economics, HCC, BE Group, 2022

\*Figures in brackets are negative, i.e. jobs/property/land losses.

- 7.31 Table 28 shows that net jobs growth during the period, would have resulted in a negative land need between 2006-2021 which was clearly not observed in the take-up data for the same time period.
- 7.32 Thus, the trend shows that net jobs growth is not an accurate method of calculating land. An employment-based methodology would have predicted that the need for employment land would have been negative between 2006-2021 and therefore no take-up would be observed. Data shows that over 100 ha of land was taken up during the same time period. This clearly demonstrates that an employment-based forecast does not accurately track demand for employment land for this market. This reinforces the view that historic take-up is the most appropriate method for Herefordshire.

### **Summary**

- 7.33 Two alternative forecast methods have been used to produce employment land requirements for Herefordshire for the period of 2021-2041. The calculations for both are summarised in Table 29 and show varied outcomes.

**Table 29 – Land Forecast Models – Summary**

Model	Land Supply 2022 (ha)	Land Need 2021-2041, ha	Flexibility Buffer (five years take-up rate) ha	Land Need Incl. flexibility buffer	Surplus/ Deficit, ha
Model One: Past Building Completions 2006-21 (@7.0ha/yr)	43.09	140.0	35.0	175.0	(131.91)
Model One: Past Building Completions 2007-21 (@5.8ha/yr)	43.09	116.0	29.0	145.0	(101.91)
Model Two: Labour Demand Forecasting	43.09	<i>Net Change</i> (54.02)	<i>Net Change</i> N/A	<i>Net Change</i> (54.02)	<i>Net Change</i> 97.11
		<i>Growth Only</i> 6.96	<i>Growth Only</i> 1.74	<i>Growth Only</i> 8.70	<i>Growth Only</i> 34.39

Source: BE Group's analysis, 2022

7.34 The past take-up projection used two forecast trajectories, with the difference being whether the high figure recorded in 2006/07 is included. The averages for the period are then projected forward for the 20-year plan period of 2021-2041. An additional five-year buffer is added to allow for choice and potential change in needs during the Plan Period as well as accounting for limited further possible losses in the supply. Using this approach, the employment land need is projected to be 145.0-175.0 ha over the forecast period, depending on the take-up rate adopted. As discussed earlier in this chapter, there are arguments for adopting either growth rate. The higher growth rate could be considered as a more optimistic forecast, with the lower figure being a more moderate forecast.

7.35 In comparison to the assessed available land supply of 43.09 ha (see Section 6.0), there would be a shortfall in the current provision of employment land using this method of some 101.91-131.9 ha.

7.36 An employment-based projection has also been calculated using an Oxford Economics employment forecast for Herefordshire. Based on job densities associated with the various sectors in the forecast, a negative land requirement is found (-54.02 ha).

7.37 However, from the market assessment and reviewing the historic trends in employment change and land take up (along with uncertainties in long term forecasting generally)



this approach suggests that employment land needs are underestimated. When a comparison of past employment change over the period 2006-2021 is made, actual land take-up is many times more than the estimate put forward by the growth only approach.

- 7.38 In conclusion, the past take-up approach is considered to be the most appropriate forecasting method to best reflect employment land requirement to 2041. As such, for Herefordshire to 2041, there is a forecast need for some 145.0-175.0 ha of employment land, compared to the current available supply of 43.09 ha.**

## 8.0 CONCLUSIONS AND RECOMMENDATIONS

### Summary of Findings

8.1 The following summarise the key findings of this study:

#### ***Economic Profile***

- Herefordshire had a population of 187,100 people as at the time of the 2021 Census, 3.1 percent of the West Midlands population. Population growth over the last decade has been slower than the regional and national averages.
- The age profile of the Herefordshire population is older than the West Midlands average, which has implications for the availability of labour over the coming years as more and more of the population retires.
- Population growth is forecast to be led by the 65+ age cohort. While the ONS forecasts positive growth to 2041, Oxford Economics forecasts an overall decline in the population in Herefordshire. With either growth trajectory, the working age population in Herefordshire is forecast to decline as a proportion of the overall population in coming years.
- Qualification levels in Herefordshire are higher than regional averages, indicating a skilled workforce in the County, though it is noted that degree level qualifications (NVQ4+ level) are slightly below national averages, reflecting a somewhat more limited supply of professional level jobs.
- According to 2020 BRES data, employment in Herefordshire totalled 88,000, of which about 40 percent was located in Hereford. Employment has grown by 1.8 percent over the last five years.
- The largest proportion of employment within Hereford was in the Wholesale and retail trade sector, which employed 6,770 individuals, followed by the Health sector, employing 6,625 individuals. Wholesale and retail trade, Health and Manufacturing were generally the largest employment sectors in the key settlements.
- Comparing the BRES employment data to the business numbers data has identified some conflicting trends. Manufacturing, Construction and Financial sectors saw falls in employment over recent years but increases in the number of businesses operating in Herefordshire, highlighting that sectors can continue to have requirements for spaces even with an overall fall in employment numbers.

### ***Property Market***

- Herefordshire has not seen the increasing in demand for warehouse/logistics space that has been observed throughout the UK as a response to changing consumer patterns during the pandemic and Brexit.
- The industrial market is relatively strong, particularly for small to medium units.
- Supply of good quality stock is limited, particularly outside of Hereford.
- Hereford has recorded about half of all industrial transactions over the last decade, with Ross-on-Wye the next largest market.
- The office market has been subdued in recent years in Herefordshire due to the pandemic.
- Demand for office space is for very small units.
- Over three-quarters of office floorspace transacted over the last decade has occurred in Hereford.

### ***Business Survey***

- The business survey identified a strong level of satisfaction of businesses operating in Herefordshire.
- Advantages cited for operating a business from their current location included being close to customers, affordability of premises and availability of premises. Many more responses were given for advantages of being in the area than disadvantages.
- The main disadvantages cited were generally in relation to transport issues – distance from strategic road networks or local congestion.
- Respondents generally consider than business conditions would be the same or slightly better in one year from now, though strongly consider that operating costs would have increased.

### ***Employment Land Supply***

- The employment allocations are assessed to have a realistic supply of land of some 43.09 ha.
- Hereford Enterprise Zone provides the largest quantum of available land (18.11 ha), including developed sites ready for construction of units as well as undeveloped sites that would be longer-term propositions.
- Model Farm (7.0 ha) is the only other site with more than 5 ha of land available.

- Existing employment areas have very limited in-fill locations for further development. While some could be developed more intensively for employment uses, the range of development-ready in-fill sites is very small.

### ***Employment Land Forecasts***

- Over the period 2006-2021, Herefordshire has averaged a take-up of employment land of 7.0 ha per annum, though if the 2006/07 figure is removed, this decreases to 5.8 ha per annum.
- Extrapolating these average take-up rates over the forecast period, projects that Herefordshire would have a demand for 116.0-140.0 ha of employment land between 2021 and 2041. Including a five year buffer to allow for choice and uncertainty in the market means that the requirement would be 145.0-175.0 ha.
- Using the baseline Oxford Economics employment projections to 2041 infers a requirement of 8.7 ha of employment land between 2021 and 2041 (growth sectors only and including five-year buffer).
- Method One forecast (past take up) is the recommended approach for Herefordshire, for a requirement of 145.0-175.0 ha for employment land over the forecast period. Compared to the overall supply of land, there is a shortfall in the supply of 101.91-131.91 ha.

### **Recommendations**

- 8.2 The following provides a series of recommendations for Herefordshire in relation to the protection and delivery of employment land and premises in the County to 2041. These recommendations have been written to guide planning for employment land in Herefordshire.

#### ***Recommendation 1: Future Employment Land Need in Herefordshire is 145.0-175.0 ha***

- 8.3 The forecasting in Chapter 7.0 explored land demand requirements for Herefordshire to 2041, via looking at past take-up rates and looking at employment forecasts. The past take-up rate is considered to be the preferred approach for Herefordshire, with the scenario based on employment forecasts appearing to underestimate growth, particularly regarding manufacturing land demand.

- 8.4 However, even within that model, there is some uncertainty, and the growth rate is dependent on the underlying assumed take-up rate. As discussed earlier, the higher trajectory of 175.0 ha could be adopted if Council was to take a more optimistic viewpoint of employment land take-up over the forecast period. The forecast level of 145.0 ha could be adopted if Council was to take a more moderate viewpoint. There is evidence to support growth within that range and Council could look to pursue either growth rate, dependent on wider strategic and policy directions.
- 8.5 Actual take up of employment land over the coming 20 years would be dependent on the changing market conditions, but also on the supply of land. The recommended requirement will not be realised if there is insufficient and inappropriate employment land to meet that need.
- 8.6 The requirement of 145.0-175.0 ha could be provided for throughout the County in several ways, including concentrating the supply in one or two areas to funnel economic growth in those areas, or distributing more widely to encourage a more disparate economic growth pattern. The reality of where the requirement would be met will be influenced by the availability of land, including land that is yet to be allocated.
- 8.7 However, Council can look to influence the distribution of employment land to meet the requirement through policies, Neighbourhood Plans and development of its own sites.
- 8.8 To inform this planning, the following table is a potential distribution of the employment land requirement amongst the six settlements within Herefordshire, based on the demand and market evidence gathered in this study for both the higher (optimistic scenario) and lower (moderate scenario) trajectories. The distribution is based on professional judgement, rather than a formula, but has considered past transactions and performance of the settlements, market intelligence from locally active commercial agents, the economic functions of the settlements and their relative sizes. The table also compares to the current supply of land within each settlement. A portion of the requirement would be expected to be outside of the six settlements, both in rural areas and in smaller villages.

**Table 30 – Employment Land Requirement by Settlement, 2021-2041**

Location	Land Supply 2022 (ha)	Land Need 2021-2041 based on Optimistic Scenario (175.0 ha) (ha)	Surplus/ Deficit based on Optimistic Scenario (ha)	Land Need 2021-2041 based on Moderate Scenario (145.0 ha) (ha)	Surplus/ Deficit based on Moderate Scenario (ha)
Bromyard	0.27	4	(3.73)	4	(3.73)
Hereford	23.26	80	(56.74)	65	(41.74)
Kington	0.25	1	(0.75)	1	(0.75)
Ledbury	6.03	15	(8.97)	12	(5.97)
Leominster	5.24	20	(14.76)	18	(12.76)
Ross-on-Wye	8.04	45	(36.96)	35	(26.96)
Other	N/A	10	N/A	10	N/A
Total settlements	43.09	175.0	(121.91)	145.0	(91.91)

Source: BE Group's analysis, 2022

8.9 This distribution recognises Hereford's primacy in the market, but also the important roles of other centres, in particular Ross-on-Wye and Leominster.

8.10 It is apparent from this distribution that all settlements have a shortage of supply in comparison to the potential requirement to 2041, for either scenario.

8.11 This distribution assumes that land can be found within each settlement to meet these needs. If such land is unable to be found in one or more of the settlements, the distribution would need to be adjusted, such that the remaining settlements, or the rural areas and villages accommodate for the shortfall such that the overall supply for Herefordshire remains unchanged.

**Recommendation 2: Employment Site Provision in Each Settlement**

8.12 The following table provides recommendations for the provision of employment land in each settlement to meet the land requirements for Herefordshire.

**Table 31 – Recommended Provision of Employment Land in Settlements**

Location	Land Need 2021-2041 (ha)	Recommendations
Bromyard	4	<p>Bromyard has only one small infill available for development, at 0.27 ha. There is a requirement for further land, as has been recognised for several years in the Core Strategy, though has yet to come forward. Opportunities for growth of employment land will be on greenfield land.</p> <p>Preferred locations for development of employment land should be at the A44 or A465, taking advantage of the high-visibility of sites on these corridors. However, much of this land is sloped and thus development would be subject to higher capital costs to bring forward serviced plots and buildings. In particular, the preferred locations would be to the west of Linton Trading Estate and near to the intersection of A465 and Panniers Lane (west of A465). These sites have a current agricultural use and thus consideration of the loss of the agricultural function would need to be undertaken as part of the sites analysis. The Linton Trading Estate option is supported in the Bromyard Investment Plan.</p> <p>The 2 ha plot north of the Porthouse Industrial Estate could be an extension of that estate and could be deliverable earlier than greenfield sites. However, this site would have poor access, placing further pressure on town centre streets. Therefore, the focus of efforts for delivering employment land should be on the A-road corridors.</p> <p>Given the lack of employment sites coming forward in Bromyard, despite the Core Strategy support, it is considered that public sector intervention will be required to bring an employment scheme to the market in Bromyard. In the first instance, HCC should engage with landholders of target sites to understand capacity and interest in bringing forward for development. However, HCC should develop a framework to undertake a more proactive intervention in delivering employment in Bromyard. This could include a joint venture arrangement with the landholder, but should also consider a compulsory purchase of a site to enable HCC to bring forward itself. A public sector led approach is even more important if the employment site is to be focused on an emerging sector, such as the Eco-Hub scheme proposed within the Bromyard Investment Plan.</p>
Hereford	65-80	<p>It is expected that Hereford would provide the largest component of the employment land requirement over the forecast period. In the short term this requirement would be provided by the remaining plots within the HEZ, which has approximately 8.45 ha of developed, serviced plots immediately available for development plus 1.22 ha available for cyber security uses. The HEZ also has undeveloped land that would be longer term stages for development totalling approximately 8.44 ha. However,</p>

Location	Land Need 2021-2041 (ha)	Recommendations
		<p>the HEZ is incapable of providing for all the land requirement over the forecast period.</p> <p>There is a clear need for a substantial new employment scheme in Hereford within the forecast period. This would need to be 40-60 ha and be positioned as the next major employment scheme for the County to be developed once the HEZ land is exhausted. Preferably, this landholding would be to the north-east of the settlement of Hereford, with sites on the A438 or A49 being the main areas of search. It would be important that a major employment area would be north of the town centre and north of the River Wye for perceptions of access to markets and reducing through-town congestion.</p> <p>The search for a major site is a long-term and difficult enterprise and it is recommended that this process is started in the very short term. The Call for Sites process could be informative for this and sites emerging from this should be assessed as soon as possible, including direct engagement with landholders to discuss the need for a major employment area and potentially to increase the scale of proposed schemes coming through the Call for Sites process. However, HCC would need to take a proactive approach given the scale of the requirement and look to bring neighbouring landholders together in target areas to encourage a wider scheme.</p> <p>Secondary sites would also be required at a smaller scale to provide for the balance of the requirement to 2041. This could be across 3-5 sites and should be encouraged as expansions of existing estates and logical expansions of the Hereford settlement where possible. However, this may not be possible for the full requirement for Hereford, and thus other sites further afield, such as an expansion of the employment uses in rural areas (e.g. Webton) may be required to provide for Hereford's requirement.</p>
Kington	1	<p>The Kington requirement is very small (about 1 ha) and there is a 0.25 ha site available within the town. Further land provision in Kington will be small scale to provide for very localised needs.</p> <p>The most appropriate opportunity for meeting this need would be an expansion of uses around the Kington Recycling Centre. Potentially, the Kington Recycling Centre site itself, which has a low density of development, could accommodate future requirements, with the advantage of this approach being that HCC could drive the delivery of the units itself, rather than relying on the private sector in a small market.</p>
Ledbury	12-15	<p>The nature of the provision of existing employment areas in Ledbury is several lower to mid level employment areas providing similar economic functions, without a particularly dominant employment node. The remaining sites available within Ledbury are generally expansions of existing employment areas, but are not developed,</p>



Location	Land Need 2021-2041 (ha)	Recommendations
		<p>serviced plots and would require significant investment to bring forward.</p> <p>The likely markets for employment land within Ledbury would be for small to medium units and thus the sites would be occupied by several businesses, rather than a single user. Therefore, development of the units would not be led by the occupiers themselves (SMEs have limited capacity to develop new build premises), but rather from a developer that would then market the units.</p> <p>The requirement of 12-15 ha is in excess of available allocations of 6.03 ha, but that figure only includes 1.34 ha of the Little Marcle Road site that is in ownership of Heineken, whereas the Core Strategy identifies 12 ha. The remaining area is likely to require further releases of extraneous land by Heineken or encroaching onto the Ledbury Rugby Football Club site. If further Heineken owned land is made available, it would likely incur substantial site remediation costs making a viable development very unlikely. This would then necessitate some significant gap funding to be provided by the public sector to help unlock the site, with Heineken itself, or the end user(s) of the site unlikely to commit to this funding.</p> <p>If an alternative site for the Club can be identified, then this could be an appropriate expansion area and be sufficient for Ledbury's forecast needs.</p> <p>The Land to the north of the Viaduct site has outline approval for 3 ha of employment land, along with a significant housing development. The proponent should be encouraged to bring forward the employment component within an early stage to help to meet local market needs. Council should highlight the current demand opportunities to the landholder in order to encourage early development.</p>
Leominster	18-20	<p>The provision of employment uses within Leominster is led by Leominster Enterprise Park, which has been successful in providing accommodation for a range of key occupiers for Leominster. There are some remaining plots within the Enterprise Park, but it is near completion and planning needs to be advanced for the following phase as identified in the Core Strategy, which proposes 10 ha to the south of the Enterprise Park. This 10 ha has not been included in the net supply as a boundary has not been published and the southern area forms part of a larger site owned by the Principal and Scholars of the King's Hall and College of Brasenose in Oxford. It is recommended that HCC look to engage with the landholder in the short term to start the process of masterplanning for this site. HCC could propose to have a joint role in the masterplanning process.</p> <p>On the distribution profile proposed in Table 30, Leominster would require more than the 10 ha as</p>

Location	Land Need 2021-2041 (ha)	Recommendations
		<p>proposed in the Core Strategy and the remaining available lands, with a shortfall of about another 3-5 ha. This could be provided by further expanding the Enterprise Park southern phase site, with sufficient greenfield land at this location to accommodate a 15 ha site. However, consideration could also be given to a secondary employment site (approx. 5 ha) on the north-east of Leominster on Ludlow Road (A49). This would help with distribution of employment opportunities throughout the town, rather than providing for all of the additional requirement in one location. Land acquisition would be required in order to bring this forward.</p>
Ross-on-Wye	35-45	<p>The distribution profile in Table 30 allocates the second largest amount of employment land requirement to Ross-on-Wye, recognising its attractive connectivity features to more land consumptive employment uses. The market for employment land in the town over the forecast period will be for a broad range of B2/B8 unit sizes, from start-up units to mid and larger manufacturing and logistics.</p> <p>The 1.04 ha expansion site at Alton Business Park and the outline approval at Model Farm can provide for the near term needs of Ross-on-Wye, but immediate consideration of potential sites needs to be undertaken for the remaining shortfall of about 27-37 ha over the forecast period. Topography and flooding constraints will limit options (or add to development costs).</p> <p>HCC should already look at potential follow-on stages to the Model Farm scheme and bringing forward the Broadmeadow and Tanyard Lane scheme proposed within the Ross-on-Wye Investment Plan, with further sites to be identified along the A40 (west and east of the town), as well as sites near the M50 junction to provide for longer term needs. However, given the scale of requirement and the physical constraints, sites further afield may need to be considered to meet Ross-on-Wye's requirement.</p>

Source: BE Group, 2022

- 8.13 The roll-out of sites would also be dependent on land ownerships and landholder interest. Therefore, the current Call for Sites process could inform and refine the recommendations for each settlement.
- 8.14 The following table provides a review of potential delivery mechanisms that could be used to deliver employment sites in Herefordshire. The table concentrates on how Council can have a range of roles, from light touch to land acquisition and leading development in order to help bring forward employment land.

7.1 Property interventions can be delivered in a range of ways, from purely private sector schemes to public sector involvement (from low to high level). The following table provides a review of potential delivery mechanisms for employment delivery, focusing on the roles that Council may play in ensuring that schemes can be brought to the market in a timely manner.

**Table 32 – Potential Delivery Mechanisms**

<b>Mechanism</b>	<b>Description</b>
Private Sector Led/Private Sector Funded	This will happen where development is financially viable, there are willing developers and market confidence in occupier demand and potential for rental growth. Public sector input may be more focused on nurturing market confidence through positive engagement by planning and economic development officers, to ensure a smooth delivery of the relevant property mix.
Mixed Use Development to cross-fund Employment Land	Responds to potential viability gap, but no direct public sector intervention. Rather council officers and the developer negotiate a suitable development mix which includes a strong element of higher value uses to offset the gap. This does not automatically mean housing but could include retail or leisure uses, appropriate to the location, which can also improve values. Pubs/restaurants, a gym or hotel are examples of uses that both generate reasonable returns for developers and can improve the offer and attractiveness of a potential business park scheme. Council would need to ensure that the employment elements (the less financially attractive elements) are actually delivered rather than just the housing. This can be achieved through planning conditions outlined upon, such as having an agreed number of dwellings constructed that would trigger the development of the employment uses.
Low Level Public Support  Practical Advice	Public sector support does not always mean large scale investment. Sometimes a landowner may simply be unaware of the full potential of their site, level of market demand or how site constraints can be overcome. An increasingly common approach is for local authorities to assume some of the initial research costs, producing for example a planning brief or masterplan to show the owner/developer what is possible and prompt development. Support on site and area marketing may also be welcome.  This may be appropriate for a smaller site in one of the smaller market towns.
Medium Level Public Support  De-Risking Development	The public sector could go further to “de-risk” commercial development through, for example, direct delivery of infrastructure and/or site improvement work. This could include environmental mitigation, enhanced drainage and/or on and off-site highway improvements which could otherwise impinge on the development viability. Pro-active support may also be required to ensure strategic infrastructure and services are available including energy and waste treatment.  This could be employed to help unlock sites such as at Bromyard or Leominster Enterprise Park Extension.
Planning support & Local Development Orders	Greater use of Local Development Orders (LDO’s) is commonly seen as a way of unlocking development potential and resolving potential planning risks/barriers. By advancing planning consent in this way, it can help speed up development delivery process in response to investor/occupier demand. However, even with LDO’s in place, if the proposal does not match market needs/expectations, it may not come forward as intended.

Mechanism	Description
Public Sector Land Acquisition	<p>In this approach the public sector takes the lead in acquiring employment land, taking a more proactive approach to development delivery either as direct provider or in partnership with others. Once the land is acquired, the public sector has direct control over the roll out of the land and choose to develop themselves, enter into a partnership arrangement or sell on the site with conditions that it is developed.</p> <p>This is likely to be a desirable approach for several sites within the market towns, though with limited resources, there would need to be a prioritisation process of which schemes to pursue.</p>
Joint Venture Agreement	<p>A defined agreement between public sector agencies and private developer partners. This is most commonly used where land is, at least in part, owned by the public sector. The public sector can then support development by inputting the land at low or nil value or by seeking out infrastructure funding.</p> <p>Such a Joint Venture partnership can take a number of forms:</p> <ul style="list-style-type: none"> <li>• Contractual Partnership – Normally a short-term arrangement where the parties enter into a contractual arrangement where one party, usually the developer, will deliver. It would relate to the most straightforward developments.</li> <li>• Joint Venture through formation of a limited company formed through share issue - A common arrangement where each party will put in an element of cost and risk, and the return reflects the share. The council may put in land and/or capital, the developer will often meet development costs. The arrangement may see proceeds distributed in different ways. This could be a revenue share, or a share on sale of the investment. The party taking the greater level of risk will normally have first call on the profit.</li> <li>• Company limited by guarantee – Tends to be more for non-profit making arrangements and can introduce a number of partners to the company. This arrangement is more likely to be suitable for marketing and promotion of regeneration schemes rather than a Joint Venture to deliver development.</li> </ul>
Public Sector Support – Loans and Gap Funding	<p>A range of public sector funding options can be brought into the project to help bridge funding gaps. In recent years, Government support for development projects has been more focussed on housing schemes, to alleviate housing pressures and for town centre regeneration programmes. However, through mixed-use schemes, employment land can benefit through the delivery of enabling infrastructure.</p> <p>LEPs also have a role to play in delivering gap funding and provide a link between Government and the local business community.</p>
Public Sector Support – Rental Guarantee	<p>Another direct support approach could be through rental guarantees (either in terms of minimum rental thresholds) or where a public body (Local Authority or Government agency) enter into a long-term “head-lease” arrangement with the developer to help secure funding and the public body then “sub-lets” to future business occupiers. This is increasingly a means of delivering further office stock in areas of established need, but where construction costs detract developer investment.</p>
Long lease interest and Annuity Rent	<p>This is also increasingly used to support investments by pension funds and other major financial institutions into developments. The institution will fund the development in exchange for a lease of circa 35 years and an annuity rent paid by a secure covenant such as the council acting as developer. This would be a low but secured rent over the time period with agreed uplifts. The developer</p>

Mechanism	Description
	can then sub-let at market value to obtain a profitable rent. At the end of the 35 years the property will revert to the developer for £1 and the developer retains the long-term asset value.
Public Sector direct development	Ultimately, when soft intervention schemes as set out above still fail to encourage private sector development the remaining option is for the public sector to take full responsibility for speculative property development. This means the public body takes full financial and market risk prior to securing a commercial tenant or freehold sale of the completed property. The public sector is able to secure funding at significantly competitive rates through the Public Works Loan Board (PWLB) and defer repayments over the lifetime of the completed asset (40 - 50 years potentially).

Source: BE Group, 2022

### **Recommendation 3: Existing Employment Area Protection**

- 8.15 Herefordshire County Council should continue to support and protect existing employment areas, encouraging the primary uses to be E(g), B2 or B8 employment uses. However, it is recognised that in many employment areas there is an expectation of some other commercial uses, such as retail, sui generis, takeaway outlets, etc., to form a broader array of businesses This should only be supported where it is ancillary to and supportive of the core employment uses. It is further recognised that the E-class uses mean that existing office space may be more vulnerable to repurposing for other commercial uses. While this is could be seen as a reasonable evolution of spaces in town centre locations, office uses within business parks should remain as the primary use, rather than other E-class uses.
- 8.16 Chapter 6.0 included a review of the existing employment areas in Herefordshire, including a scoring of each area. This included a recommendation of whether the sites should be protected for employment going forward. It is recommended that all existing employment areas are protected at this stage, except for the Foley Trading Estate which is surrounded by residential uses, has poor access and is not performing a significant economic function.

### **Recommendation 4: Support the Primacy of the Hereford City Centre**

- 8.17 The Hereford City Centre is the primary centre for the County. While only having a relatively modest office role compared to other city centres in the UK, the Hereford City Centre should be continued to be supported in having a diverse economic role, including the provision of key office uses.
- 8.18 it is important for Herefordshire County Council to continue to engage with key landholder and office occupiers in the City Centre in order to encourage continued

refurbishment of office space as appropriate and to retain as much office space in the centre as possible.

***Recommendation 5: Future Reviews***

- 8.19 It is recommended to conduct regular updates of the forecasts and planning for employment land. Furthermore, the annual monitoring should continue to collate data on employment land and premise completions and permissions. This should be undertaken on a town-by-town basis where possible.
- 8.20 The Covid-19 pandemic and changes due to Brexit highlight the need for reviews in light of changing circumstances.

## Appendix 1 – Vacancy Schedule

### Industrial

Address	Sqm	Tenure	Rent/Price £/sqm
Station Industrial Estate, Bromyard, HR7 4HP	3,855	Leasehold	36.32
Unit 5 Station Industrial Estate, Bromyard, HR7 4HP	1,671	Leasehold	
Unit 6 Station Industrial Estate, Bromyard, HR7 4HP	1,412	Leasehold	
Stowfield Cable Works, Lydbrook, GL17 9NG	1,394	Leasehold	37.67
176 Widemarsh Street, Hereford, HR4 9HN	1,147	Leasehold	
Unit At Shobdon Airfield, Shobdon, Leominster, HR6 9NR	924	Leasehold	30.29
INDUSTRIAL UNIT/WAREHOUSE, Kirbys Yard, Whitchurch, Ross-on-Wye HR9 6DJ	852	Leasehold	48.42
Unit 2 Station Industrial Estate, Bromyard, Herefordshire, HR7 4HP	846	Leasehold	
Unit 7 Station Industrial Estate, Bromyard, Herefordshire, HR7 4HP	836	Leasehold	
Unit 7 To 8, Alton Business Park, Ross-on-Wye, HR9 5BP	791	Leasehold	69.97
Storage Building New Cross Farm, Edwyn Ralph, Bromyard, Herefordshire, HR7 4NF	697	Leasehold	14.35
Workshop/industrial Unit New Cross Farm, Edwyn Ralph, Bromyard, Herefordshire, HR7 4NF	557	Leasehold	35.88
Unit C Beaver Centre Ashburton Industrial Estate, Ross-on-Wye, HR9 7BW	488	Leasehold	75.35
Retail Warehouse Kirbys Yard, Whitchurch, Ross-on-Wye, HR9 6DJ	478	Leasehold	58.60
Raised Roof Storage Building, Hereford	418	Leasehold	47.84
Hope Under Dinmore, Leominster, Herefordshire	261	Leasehold	66.96
Tram Inn Land And Former Stn Buildings, Hereford, Hereford, HR2 9AN	172	Leasehold	
Y1-2 Homestead Business Park, Gorsley, Ross-on-Wye, HR9 7SE	128	Leasehold	70.06
B1-2 Homestead Business Park, Gorsley, Ross-on-Wye, HR9 7SE	124	Leasehold	80.69
Unit 10, Lawnside Road, Ledbury, HR8 2BZ	107	Leasehold	56.16
Unit 3 Burmarsh Trading Estate, Hereford, HR1 3BT	61	Leasehold	
Centenary Park Skylon Central, Hereford, Herefordshire, HR2 6JH	1,603	Leasehold/ Freehold	
Pikadish Netherwood Road, Rotherwas Industrial Estate, Hereford, HR2 6JU	287	Freehold	1,045.30
Alton Road, Ross-on-Wye, HR9 5BP	543	Freehold	

## Office

Address	Sqm	Tenure	Rent/Price £/sqm
2 St Nicholas Street, Hereford, HR4 0BQ	N/A	Leasehold	
Centenary Park Skylon Central, Hereford, Herefordshire, HR2 6FJ	1,366	Leasehold	
Unit 22 Skylon Central, Hereford, Herefordshire, HR2 6JH	1,366	Leasehold	
Unit 21 Skylon Central, Hereford, Herefordshire, HR2 6FJ	1,366	Leasehold	
Hill Court, Walford, Ross-on-wye, Herefordshire, HR9 5QN	725	Leasehold	
Unit 3a-3b Station Industrial Estate, Bromyard, Herefordshire, HR7 4HP	98	Leasehold	
Suite 5 Oaklands Business Centre, Stoneyhills Industrial Estate, Whitchurch, Nr Ross-on-Wye, HR9 6BX	90	Leasehold	
Office At Offa Street/east Street, Hereford, HR1 2LU	87	Leasehold	
Lower Ground Floor Offices Overross House, Ross Park, Ross-on-Wye, HR9 7US	83	Leasehold	
Office At Moreton Eye, Leominster, HR6 0DP	81	Leasehold	
Unit 4 Wolf Business Park, Alton Road, Ross-on-Wye, HR9 5ND	16	Leasehold	262.89
Sme House, Holme Lacy Road, Hereford, HR2 6DR	18	Leasehold	234.24
Broadway House32-35 Broad Street, Hereford, HR4 9AR	120	Leasehold	225.29
Ground Floor Rear Office Suite, Shiretown House, 41/43 Broad Street, Hereford, HR4 9AR	52	Leasehold	212.19
Individual Office Suites, Marshall Business Centre, Faraday Road, Hereford, HR4 9NS	11	Leasehold	180.91
16 Union Street, Hereford, HR1 2BT	72	Leasehold	173.84
The Old Magistrates Court Gaol Street, Hereford, HR1 2HU	28	Leasehold	150.70
40 Aubrey Street, Hereford, HR4 0BU	219	Leasehold	148.55
Third Floor Office Suite, Broadway House, Broad Street, Hereford, HR4 9AR	179	Leasehold	139.50
First Floor Offices At Home Farm, Bishopswood, Ross-on-Wye, HR9 5QZ	113	Leasehold	132.45
Upper Ground Floor Offices Overross House, Ross Park, Ross-on-Wye, HR9 7US	203	Leasehold	131.48
Fourth Floor Offices Broadway House32-35 Broad Street, Hereford, HR4 9AR	199	Leasehold	125.63
First Floor Offices, 23 Commercial Road, Hereford, HR1 2BD	42	Leasehold	118.29
Office Suite, Lower House Farm, Canon Frome, Herefordshire, HR8 2TG	120	Leasehold	116.82
Office Suites At Wilsons Chambers 13 Commercial Street, Hereford, HR1 2DB	43	Leasehold	111.35
Great Barn South, Brockhampton, Hereford, Herefordshire, HR1 4SE	132	Leasehold	107.64
First Floor Offices 5 Eign Gate, Hereford, HR4 0AB	61	Leasehold	107.64
Third Floor Office Suite, Berrows Business Centre, Hereford, HR1 2HE	109	Leasehold	96.52
St Nicholas House, Berrington Street, Hereford, HR4 0DD	1,858	Leasehold	86.11
6 Bridge Street, Hereford, Herefordshire, HR4 9DF	241	Leasehold	81.89
First Floor Business Premises, Easters Court, Leominster, Herefordshire, HR6 0DE	892	Leasehold	80.73
Unit 2, Burnside Court, Brunel Road, Leominster Enterprise Park, Leominster, Herefordshire, HR6 0LX	119	Leasehold	79.64
First Floor Offices, Kington Telephone Exchange, Bridge Street, Kington, Hereford, HR5 3DW	81	Leasehold	74.15
First Floor, All Saints Chambers, 2-6 Eign Gate, Hereford, Herefordshire, HR4 0AB	174	Leasehold	61.90
Second Floor, All Saints Chambers, 2-6 Eign Gate, Hereford, Herefordshire, HR4 0AB	153	Leasehold	48.39
Units 1 & 2 Wolf Business Park, Alton Road, Ross-on-Wye, HR9 5NB	3,252	Leasehold	43.06
Unit 3 Wolf Business Park Alton Road, Ross On Wye, HR9 5NB	590	Leasehold	35.06
14 School Lane, Leominster, Herefordshire, HR6 8AA	N/A	Leasehold/ Freehold	
The Jolly Frog Public House, Leintwardine, Craven Arms, Herefordshire, SY7 0LX	N/A	Freehold	380,000 (total)



## Appendix 2 – Business Survey

### Herefordshire Borough Council Herefordshire Business Survey 2022

#### Company Details

1. Company Name

2. Respondent Name

3. Position within Company

4. Telephone Number

5. Email Address

---

#### Current Accommodation

6. Activity of Company

7. Number of years active

8. Number of employees

9. Type of accommodation:

Office

Warehouse

Industrial/Factory

Lab

Site (undeveloped land)

Other .....

10. What is the size(sqm) of your current premises?

- |                                      |                          |                                    |                          |                                    |                          |
|--------------------------------------|--------------------------|------------------------------------|--------------------------|------------------------------------|--------------------------|
| 0-100<br>(0-1,076sqft)               | <input type="checkbox"/> | 101-200<br>(1,077-2,152sqft)       | <input type="checkbox"/> | 201-500<br>(2,153-5,382sqft)       | <input type="checkbox"/> |
| 501-1,000<br>(5,383-10,764sqft)      | <input type="checkbox"/> | 1,001-2,000<br>(10,765-21,529sqft) | <input type="checkbox"/> | 2,001-5,000<br>(21,530-53,820sqft) | <input type="checkbox"/> |
| 5,001-10,000<br>(53,821-107,639sqft) | <input type="checkbox"/> | 10,001+<br>(107,640sqft+)          | <input type="checkbox"/> | Other (i.e. hectares/acres)        | <input type="checkbox"/> |

11. Is the property rented or owned?

- Rented  Owned

12. If rented, how long is the current lease?

.....

13. Has there been any previous location for the business?

- |                                   |                          |
|-----------------------------------|--------------------------|
| No previous site                  | <input type="checkbox"/> |
| In the same industrial estate     | <input type="checkbox"/> |
| In Herefordshire                  | <input type="checkbox"/> |
| Elsewhere ( <i>please state</i> ) | <input type="checkbox"/> |

.....

14. What are the advantages of having your business in its current area? (Please tick as many that apply)

- |                             |                          |                               |                          |
|-----------------------------|--------------------------|-------------------------------|--------------------------|
| Its where I'm from          | <input type="checkbox"/> | Car-parking                   | <input type="checkbox"/> |
| Close to staff              | <input type="checkbox"/> | Reputation of area            | <input type="checkbox"/> |
| Close to market             | <input type="checkbox"/> | Affordability                 | <input type="checkbox"/> |
| Close to customers          | <input type="checkbox"/> | Availability                  | <input type="checkbox"/> |
| Transport links             | <input type="checkbox"/> | Other ( <i>please state</i> ) | <input type="checkbox"/> |
| Close to similar businesses | <input type="checkbox"/> |                               |                          |

.....  
15. What are the main disadvantages of having your business located in its current area? (Please tick as many that apply)

- |                               |                          |                               |                          |
|-------------------------------|--------------------------|-------------------------------|--------------------------|
| Difficulty attracting staff   | <input type="checkbox"/> | Poor reputation/image         | <input type="checkbox"/> |
| No access to markets          | <input type="checkbox"/> | Affordability                 | <input type="checkbox"/> |
| Not close enough to customers | <input type="checkbox"/> | Limited availability          | <input type="checkbox"/> |
| Poor transport links          | <input type="checkbox"/> | Distance from motorways       | <input type="checkbox"/> |
| Poor congestion               | <input type="checkbox"/> | No disadvantages              | <input type="checkbox"/> |
| Poor car-parking              | <input type="checkbox"/> | Other ( <i>please state</i> ) | <input type="checkbox"/> |
- .....
- 

### Business Confidence

16. How would you rate the strength of your business on the following performance issues?

- |   | Much Stronger            | Slightly Stronger        | About the same           | Slightly Weaker          | Much Weaker              |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| How has your business performed in the last 12 months compared to the previous 12?            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| How do you expect your business to perform in the next 12 months compared to the previous 12? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

17. How do you expect the following factors of your business to change over the next 12 months?

- |                  | Significant increase     | Slight increase          | Remain the same          | Slight decrease          | Significant decrease     |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Employee Numbers | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Sales            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Operating Costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Capital Investment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Premises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

---

## Future Requirements

18. Looking to relocate or expand?

Yes  No

If answered 'No' to question 18, please proceed to question 24.

19. What is the main reason for your business choosing to relocate/expand?

Current site too small	<input type="checkbox"/>	Need to be closer to market	<input type="checkbox"/>
Current site too large	<input type="checkbox"/>	Need to be closer to customers	<input type="checkbox"/>
Current site too old	<input type="checkbox"/>	Upgrading	<input type="checkbox"/>
Cost	<input type="checkbox"/>	Lease running out	<input type="checkbox"/>
Location	<input type="checkbox"/>	Other ( <i>please state</i> )	<input type="checkbox"/>
Need to be closer to staff	<input type="checkbox"/>		

.....

20. What is your time frame for relocating/expanding your business?

12 months	<input type="checkbox"/>
2 – 5 years	<input type="checkbox"/>
5+ years	<input type="checkbox"/>
Unknown	<input type="checkbox"/>

21. What type of property will you be looking for?

Office	<input type="checkbox"/>	Lab	<input type="checkbox"/>
Warehouse	<input type="checkbox"/>	Land	<input type="checkbox"/>
Industrial/Factory	<input type="checkbox"/>	Other ( <i>Please state</i> )	<input type="checkbox"/>

.....

22. What size site(sqm) are you looking for?

- |                                      |                          |                                    |                          |                                    |                          |
|--------------------------------------|--------------------------|------------------------------------|--------------------------|------------------------------------|--------------------------|
| 0-100<br>(0-1,076sqft)               | <input type="checkbox"/> | 101-200<br>(1,077-2,152sqft)       | <input type="checkbox"/> | 201-500<br>(2,153-5,382sqft)       | <input type="checkbox"/> |
| 501-1,000<br>(5,383-10,764sqft)      | <input type="checkbox"/> | 1,001-2,000<br>(10,765-21,529sqft) | <input type="checkbox"/> | 2,001-5,000<br>(21,530-53,820sqft) | <input type="checkbox"/> |
| 5,001-10,000<br>(53,821-107,639sqft) | <input type="checkbox"/> | 10,001+<br>(107,640sqft+)          | <input type="checkbox"/> | Other (i.e. hectares/acres)        | <input type="checkbox"/> |

23. Is there a location you have in mind for relocation/expansion?

- No location in mind
- In the same industrial estate
- In same town
- In Herefordshire
- Elsewhere, please state

.....

### **Additional Comments**

24. Please let us know if you have any additional comments to make regarding your business or commercial properties in the Herefordshire in general:

.....  
.....  
.....  
.....

.....  
.....

25. Please let us know if you would be happy to be contacted again for further research:

Yes

No

**Appendix 3 – Site Scoring System**

<b>Employment Areas</b>		
Site Location and Access	Proximity to strategic highway network	<ul style="list-style-type: none"> <li>• Site adjacent to motorway junction – score 10</li> <li>• Site adjacent and with direct access to major A-road – score 8/9</li> <li>• Site within 0.5km of A-roads – score 6/7</li> <li>• Site on other key arterials within Herefordshire – score 4</li> <li>• For each further half km distance from key arterials, reduce score by one point</li> </ul>
	Prominence within Herefordshire	<ul style="list-style-type: none"> <li>• Site adjacent to, and visible from motorway – score 10/9</li> <li>• Site adjacent to, and visible from other A-roads – score 8/7</li> <li>• Site adjacent to, and visible from a major B-road – score 6/5</li> <li>• Site has local prominence, e.g. within its industrial location – score 4/3</li> <li>• Site located in 'backlands' – score 2/1/0</li> </ul>
	Public Transport	<ul style="list-style-type: none"> <li>• Site close to bus route (within 0.5 km) and near to rail station (within 2 km) – score 10</li> <li>• Site within 0.5 km of a bus route – score 5</li> <li>• Limited public transport – score 0</li> </ul>
	Sequential test	<ul style="list-style-type: none"> <li>• Within urban area – score 10</li> <li>• Urban fringe (close to settlement development boundary) – score 7</li> <li>• Rural location (away from settlement development boundary) – score 3</li> </ul>
Site Conditions	Ability to expand	<ul style="list-style-type: none"> <li>• Large choice of several sites available for growth – score 10</li> <li>• Some choice of sites available – score 7</li> <li>• Limited choice of sites available – score 5</li> <li>• Potential to expand to neighbouring sites, though no planning in place – score 3</li> <li>• Estate is at capacity and no neighbouring options available – score 0</li> </ul>
	Access and Congestion	<p>Subjective, score 0 to 10, considering:</p> <ul style="list-style-type: none"> <li>• Sufficiency of car-parking</li> <li>• Congestion of internal roads</li> <li>• Entry to site</li> <li>• Appropriateness and capacity of roads leading to site</li> <li>• Turning capacity for heavy vehicles</li> </ul>
	Interface with Neighbouring Sites	<ul style="list-style-type: none"> <li>• No neighbouring uses that would limit activities on site – score 10</li> <li>• Some potentially sensitive neighbouring uses but sufficient screening in place – score 7</li> <li>• Neighbouring uses are moderately impacted by site uses, mitigated by basic screening – score 5</li> <li>• Site is within a residential area and accessed through residential streets – score 0-2</li> </ul>
	Building Quality and Condition	<ul style="list-style-type: none"> <li>• High quality, modern premises in excellent state of repair – score 10</li> <li>• Modern premises in good condition – score 8/9</li> <li>• 1990's build in good or reasonable state of repair – score 6/7</li> <li>• Older stock in moderate state, requiring some upkeep – score 4/5</li> </ul>

<b>Employment Areas</b>		
		<ul style="list-style-type: none"><li>• Dilapidated buildings, in need of refurbishment, not fit for purpose – score 0-3</li></ul>
	Site Amenity	Subjective, score 0 to 10, considering: <ul style="list-style-type: none"><li>• Landscaping</li><li>• Site layout</li><li>• On-site services</li></ul>



**Appendix 4 - Site Scoring**

Site Name	Site Location and Access				Site Conditions					Total (Max 90)
	Strategic Road Proximity	Prominence	Public Transport	Sequential Test	Ability to Expand	Access and Congestion	Interface with Neighbouring Sites	Building Quality and Condition	Site Amenity	
<b>Bromyard</b>										
Linton Trading Estate	8	7	5	3	5	3	7	4	2	44
Station Industrial Estate	6	5	5	7	3	7	5	7	8	53
Porthouse Industrial Estate	4	5	5	10	3	7	7	6	6	53
Hereford Road, HR7 4QU	8	7	5	7	3	5	7	6	5	53
<b>Leominster</b>										
Leominster Enterprise Park	6	4	10	10	7	9	10	10	8	74
Southern Avenue Industrial Estate (including Croft Business Park and Barrington Business Centre)	6	6	10	10	5	7	7	6	7	64
Frank H Dale, HR6 8EF	8	7	10	10	5	9	5	7	6	67
Brightwells / Easters Court, HR6 0DE	8	7	0	7	3	9	10	8	8	60
<b>Kington</b>										
Hatton Gardens Industrial Estate	8	4	5	7	0	4	7	5	4	44
Sunset Yard	6	5	5	7	0	6	7	7	7	50
Kington, HR5 3EA	8	7	5	7	5	7	7	8	7	61
<b>Hereford</b>										
Three Elms Trading Estate	8	4	5	10	3	7	7	7	5	56
Beech Business Park	8	7	5	7	3	6	10	6	6	58
Rotherwas Industrial Estate	4	5	5	7	5	7	10	7	8	58
Skylon Park	4	4	5	7	7	7	8	10	9	61
Westfields Trading Estate	6	4	10	10	5	6	5	5	7	58
Holmer Road, HR4 9SL	8	3	10	10	5	6	7	5	6	60
Foley Trading Estate	4	2	5	10	0	4	5	5	4	39
Three Mills Trading Estate	8	6	5	10	0	8	7	6	6	56
Plough Lane	6	6	5	10	0	6	7	6	6	52
<b>Ross-On-Wye</b>										
Haigh Estate	6	4	5	10	0	8	7	7	8	55
Overross Industrial Estate (including Ross Park)	8	8	5	7	5	8	7	7	8	63
Chase Industrial Estate	6	4	5	10	0	7	7	7	6	52
Alton Business Park	6	4	5	10	3	8	7	10	9	62
Alton Road Industrial Estate and Enterprise Centre	4	4	5	10	0	5	5	7	7	47
Model Farm	6	6	5	3	10	7	10	10	10	67
<b>Ledbury</b>										
Lower Road Trading Estate	6	4	10	10	5	8	7	7	8	65
Bromyard Road Trading Estate (including adjacent industrial premises)	6	5	10	7	5	5	10	6	7	61
Homend Trading Estate	6	3	10	10	0	4	7	7	5	52
Robinsons Business Park	6	4	5	7	7	6	10	7	6	58