



Report for the demand for employment sites local to the proposed development at Attwood Lane, Hereford

Prepared for: Lioncourt Homes

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Date: 28th March 2013

Connells have been retained by Lioncourt Homes to produce a report for the demand for employment sites local to the proposed development site at Attwood Lane, Hereford.

1 - Hereford Employment Market

There has been significant investment in employment land within the area over the last few years with new industrial estates / business parks being developed in Moreton-on-Lugg, Whitestone and at Rotherwas.

An area of Rotherwas was awarded Enterprise Zone status in August 2011. It comprises a 61.5ha site which includes three linked development areas at the South Magazine, North Magazine and Chapel Road and benefits from the new Rotherwas access road giving quick and easy access to the A49, M50 and the rest of the motorway network, making this area very sustainable location.

The Enterprise Zone offers a range of benefits to businesses located on the site, including relief on business rates up to a maximum of £275,000 over a 5-year period, relaxation and fast tracking of the planning process and improved infrastructure such as superfast broadband.

The Enterprise Zone at Rotherwas Industrial Estate expects that provision of new and improved commercial units will provide 30% employee growth over the next 3 years. These employment sectors will include Defence & Security, Advanced Manufacturing & Engineering, Aerospace, Food & Drink and Sustainable & Green Technologies.

2 - Availability of Sites

Research shows that there are numerous vacant commercial units suitable for 'Class B' employment use within a short distance of Attwood Lane. Many of these have been empty for a number of years despite being actively marketed through local agents and via the internet. A small example of these is shown in the table below:

Agent	Location	Approximate distance from Attwood Lane	Size of unit available	Lease per annum
Sunderlands & Thompsons	Faraday Road	1.5 miles	207m2	£8500
Sunderlands & Thompsons	Burcott Road	1.5 miles	593m2	£25000
Herefordshire Council	Three Elms Industrial Estate	1.6 miles	370m2	£10300
Herefordshire Council	Three Elms Industrial Estate	1.6 miles	267m2	£13500
Herefordshire Council	Three Elms Industrial Estate	1.6 miles	996m2	£32500
Arkwright Owens	Three Elms Industrial Estate	1.6 miles	267m2	£10350
Herefordshire Council	Great Western Court	1.8 miles	428m2	£14000
Arkwright Owens	Widemarsh Street	2.1 miles	Various	Various
Arkwright Owens	Foley Trading Estate	2.9 miles	Various 120m2 – 232m2	£1100 - £5500
Arkwright Owens	Foley Trading Estate	2.9 miles	260m2	£20000
Sunderlands & Thompsons	Foley Trading Estate	2.9 miles	6498m2	£17500 (£250000 for sale)
Sunderlands & Thompsons	Whitestone Business Park	3.8 miles	163m2 2 units	£12500
Sunderlands & Thompsons	Sigeric Business Park, Rotherwas	6 miles	538m2	£14500
Herefordshire Council	Twyford Road, Rotherwas	6.3 miles	Various 46m2 – 200m2	From £3250
Herefordshire Council	Romney Huts, Rotherwas	6.3 miles	Various 140m2 – 280m2	Various

Herefordshire Council	Tarsmill Court, Rotherwas	6.3 miles	372m2	£17050
Herefordshire Council	Parkwood Road, Rotherwas	6.3 miles	400m2	£17193
Arkwright Owens	Rotherwas Industrial Estate	6.3 miles	557m2	£13200
Arkwright Owens	Ramsden Road, Rotherwas	6.3 miles	836m2	£22500
Sunderlands & Thompsons	Ramsden Road, Rotherwas	6.3 miles	Various 545m2 – 1351m2	Various
Sunderlands & Thompsons	Rotherwas Industrial Estate	6.3 miles	2046m2	£500000 (FOR SALE)
Sunderlands & Thompsons	Thorpe Business Park, Rotherwas	6.3 miles	3479m2	£67500

3 – Suitability for Attwood Lane for employment/residential

The site is located on the Northern outskirts of Hereford and has been vacant since approximately 2008 when it was occupied by a gravel distribution company and a scaffolding company.

Previous to the involvement in the site by Lioncourt Homes, it had been marketed for a period of time initially to let for storage use.

It is my belief that the site is more suitable for residential development for a number of reasons. Firstly, the surrounding area is predominantly residential so a small residential scheme would complement the character of the surrounds and, secondly because of the demand for new builds housing in this part of Hereford.

I believe that residential development of this site will enhance what is already a popular location, improving the 'street scene' and adding value to the surrounding properties. The proposed development by Lioncourt homes appears to be sympathetic to the existing residential properties and will fit well with the local area. There is a strong demand for new housing in this location as demonstrated by the recent and ongoing development by Crest Nicholson at the site adjacent. The proposed unit mix by Lioncourt offers more traditional family housing which will compliment the more contemporary styles built by Crest Nicholson.

The Council acknowledge it has a deficit in its 5 year supply of housing land which needs to be addressed. Over the last 15 years there has been extensive residential development to the South of the city with very little affordable family homes being built to the North. I believe that an additional 34 homes of this type, together with the Crest Nicholson development will go some way to meeting the current demand.

Therefore, I would conclude that the benefits of providing additional housing to meet market demands in this area negates any concerns over reducing land allocated for employment use of this nature.

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