

Market Assessment on Employment Land Allocation at Long Marston Airfield

March 2019

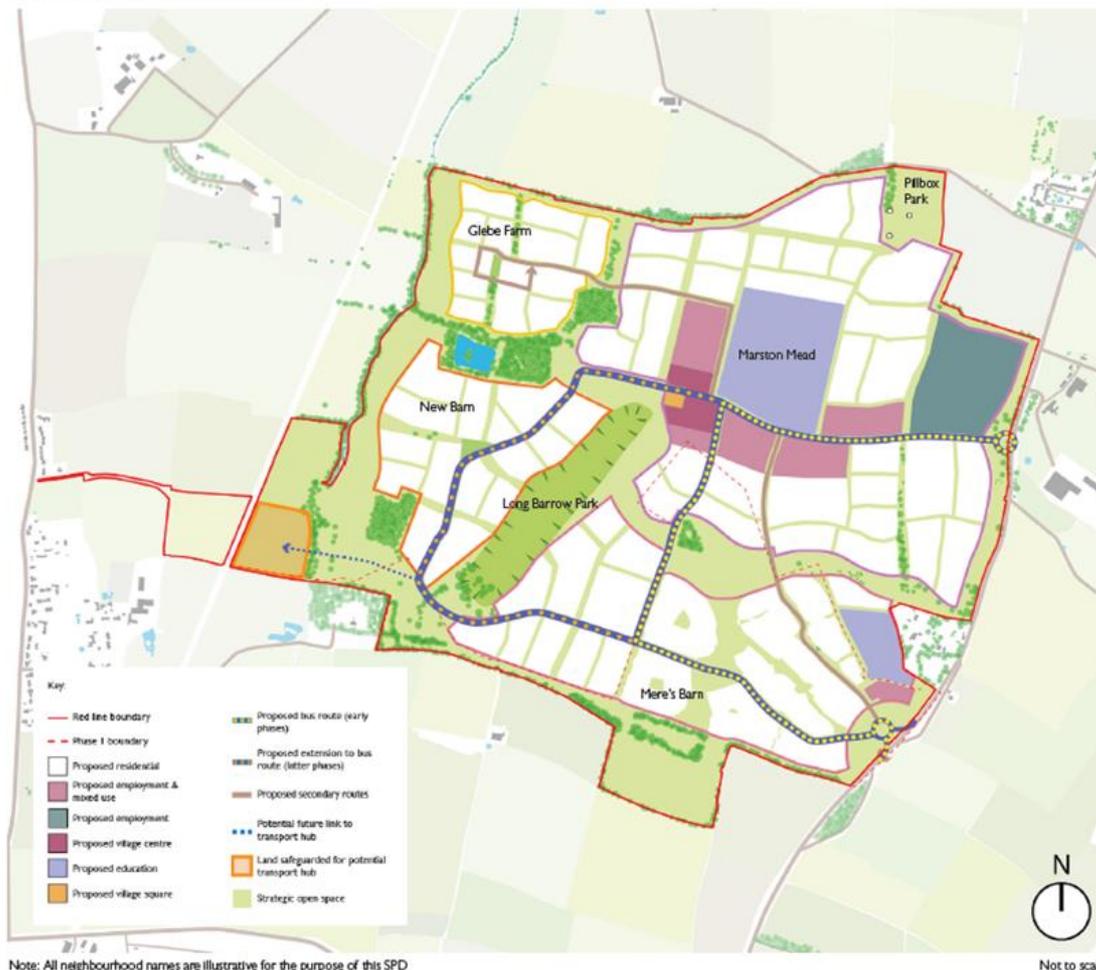
Introduction

Warwickshire Economics was commissioned by Stratford on Avon District Council to undertake a market assessment of the employment land allocation within the Long Marston Airfield (LMA) proposal to better understand likely demand and potential uses of the site.

Long Marston Airfield Garden Village is a new community being developed on the site of Long Marston Airfield (LMA), approximately 5km (3 miles) south of Stratford-upon-Avon. The location has been identified by Stratford-on-Avon District Council as a place where a new settlement comprising 3,500 new homes and associated uses will be delivered to help meet the housing needs of the District. The site is allocated as 'Proposal LMA' within the adopted Stratford-on-Avon Core Strategy, which provides an overarching strategic plan for how the District will accommodate growth in the period up to 2031. A framework masterplan Supplementary Planning Document (SPD) has also been prepared setting out the key design principles and to help co-ordinate delivery of the new settlement.

Figure 1: Illustrative map of LMA

Figure 3.3 Framework illustrative masterplan





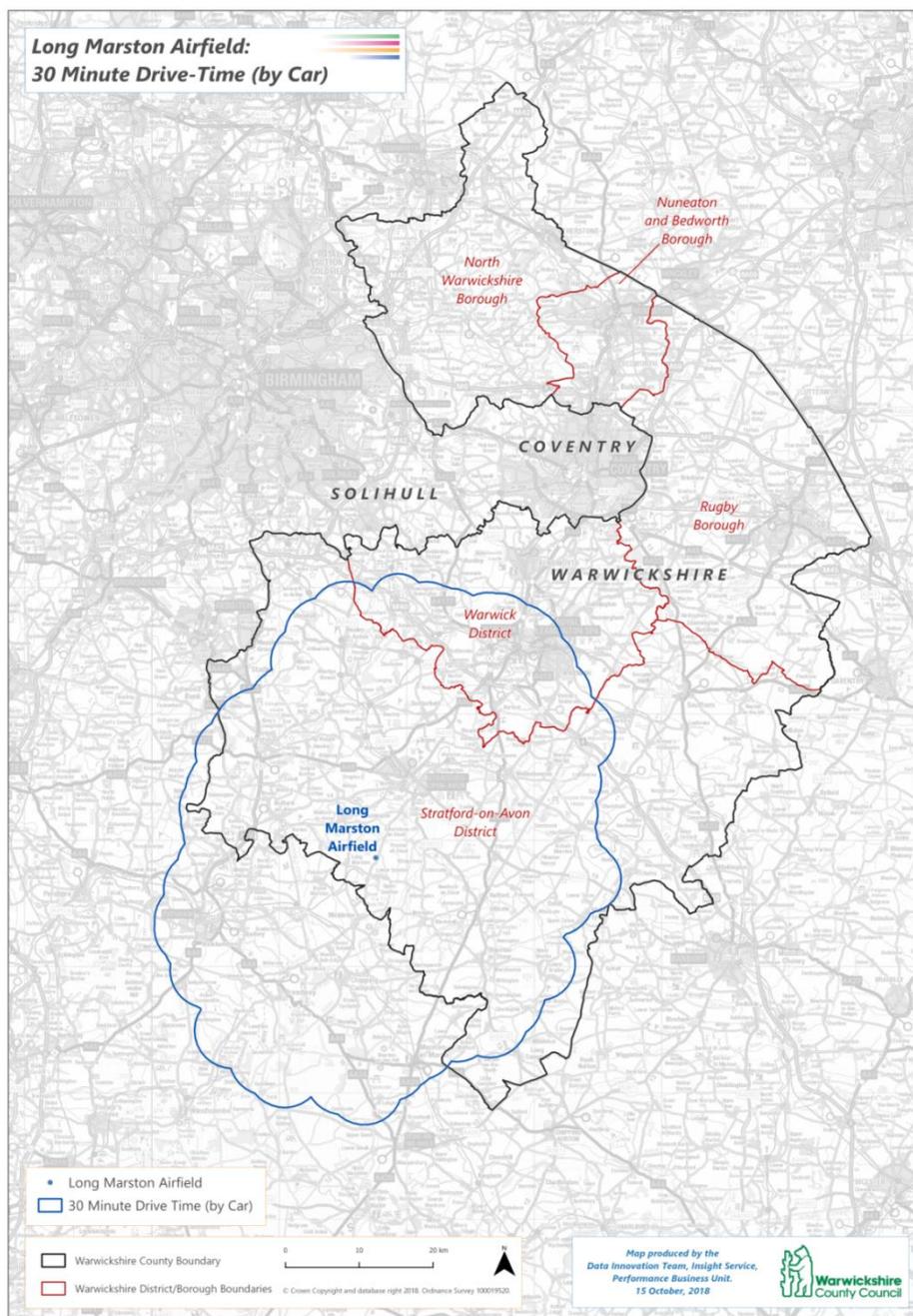
Policy Proposal LMA of the Core Strategy sets out an allocation with approximately 13 hectares of employment land, with no more than 8 hectares to be delivered in the period to 2031. It is envisaged in the policy that no less than 10% of the employment should be provided as small business units. Primarily it is envisaged that employment space will be within use classes B1(a) offices, B1(b) research and development, and B1(c) light industry appropriate in a residential area. Development within use classes B2 general industrial and B8 storage or distribution will be supported where they meet the policies of the Core Strategy and are of a scale, design and form consistent and complementary with the overall character of the Garden Village.

This Market Assessment will consider the employment land allocation, and explore in more detail the potential uses of this site, and likely demand for this space. The assessment is comprised of three elements: 1) an analysis of the local economic conditions in the area surrounding LMA; 2) a review of existing employment sites in the local area, and property deals that have been undertaken over the past few years; and 3) views from discussions with agents, developers and property experts on the site. The report presents conclusions arising from this assessment at the end.

Economic Context

Long Marston Airfield is located on the south western edge of Stratford-on-Avon District, in a predominantly rural area. The site is located five miles south of Stratford upon Avon town centre (approx. 10 minutes' drive). Key population centres near the site include Leamington Spa (30 mins drive), Banbury (40 mins), Cheltenham (50 mins), Oxford (1 hour), and Birmingham (1hr). In terms of connectivity, the M40 motorway is accessible within 20 mins drive, Warwick Parkway (with direct access to London and Birmingham) is 25 mins away, and Birmingham International Airport is a 40 minutes' drive. The below map demonstrates how far can be travelled by car within 30 minutes from its centre.

Map 1: 30 Minute Drive Time Surrounding Long Marston Airfield



As the map shows, this 30 minute drive time covers the majority of Stratford-on-Avon, alongside some areas outside of the district and county.

For this reason, the economic context will contain data for; Stratford-On-Avon, Wychavon and Warwick, all of which are in the majority covered within the drive time. There are a small number of other regions within the Cotswolds, Tewkesbury and West Oxfordshire that are within the 30 minute drive time on the map, but the full data is not available at this localised level and therefore have been exempt from the economic outlook data.

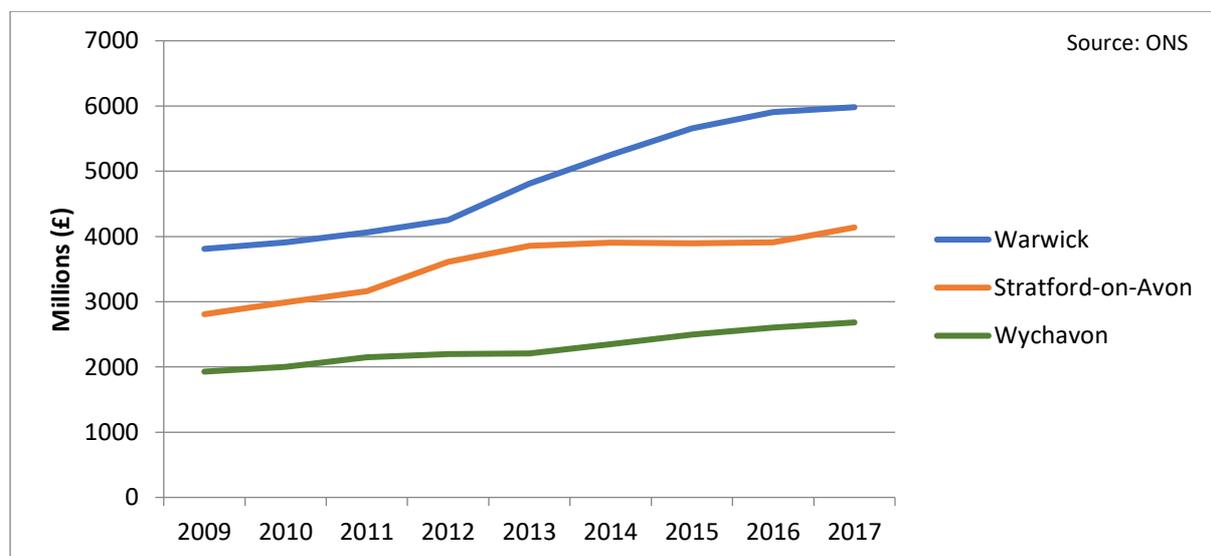
An info-graphic summary of the key economic data is presented in **Appendix A**.

All data used is the latest available data.

Economic Output (GVA)

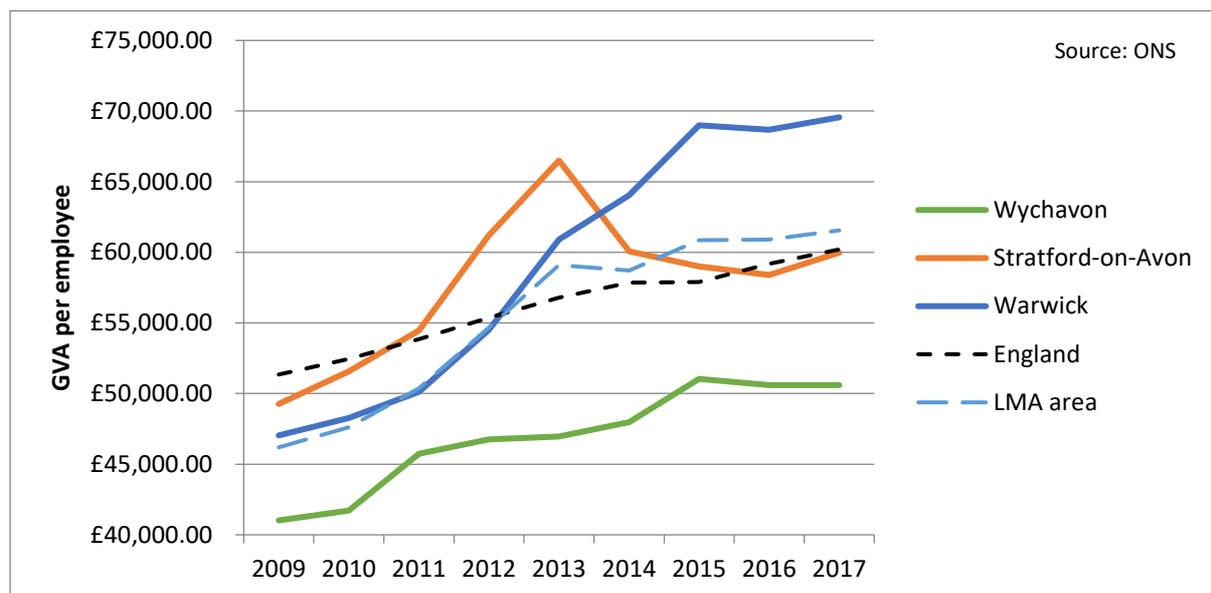
Gross Value Added (GVA) is a measure of the total value of goods and services produced within an area, minus the costs of production. In 2017 (latest available data), the total economic output of the combined area for the three districts was £12.8bn. The breakdown across the three areas and how this has changed over time is show in the figure below. Since the last recession in 2009, output for this wider area has grown by 49.8%. This is significantly higher than the national average of just 30.0% over the same period, suggesting a period of much stronger growth for this area. Within the three constituent areas, Warwick District has by far seen the strongest rate of growth, growing by 57.0% between 2009-2017. Stratford District saw growth of 47.4% over this period, and Wychavon 39.1%.

Figure 2: Total GVA by area (2009-2017)



A standard method of comparing relative (rather than absolute) economic performance is to look at GVA per employee within an area. This measures the productivity of the economy (i.e. how much output each worker generates on average). On this measure, the wider LMA area again out-performs the national average. GVA per worker for the wider area in 2017 was £61,553, compared to the average for England of £60,205. Within the wider area, Warwick District has the highest rates of productivity (£69,558 in 2017); Stratford on Avon District is similar to the national average (£59,985), and Wychavon the lowest (£50,604).

Figure 3: GVA per employee by area (2009-2017)



Business activity

Across the wider area, there were a total of 23,110 active enterprises. Over the past 6 years (2012-2017), this number has increased by 14.9% compared to the national average of 24.7% and Warwickshire average of 19.1%. Warwick District has the largest proportion (8,520 businesses / 37% of the total for the area), followed by Stratford on Avon District (8,165 businesses / 35%), and then Wychavon (6,425 / 28%). Warwick has also seen the strongest growth over the 6 year period, increasing by 21.9% compared to 11.3% for Stratford-on-Avon and 11.0% for Wychavon – although all three are below the national average.

Around 2,500 new businesses, on average, are created each year across the wider area, with Warwick again generating the most (1,000-1,100 per year); Stratford on Avon second (800-900 per year), and Wychavon third (c. 650 per year).

Employment

The area accounts for some 208,000 jobs, of which 86,000 are in Warwick District, 69,000 in Stratford-on-Avon District, and 53,000 in Wychavon. The area has seen stronger growth in employment than average, seeing an increase of 13.0% since 2012 compared to 11.0% for England as a whole. Although the number of businesses in the area has grown at a slower than average rate, employment has grown quicker, suggesting a greater focus of employment growth within existing businesses than from new entrants.

Stratford-on-Avon District experienced the fastest growth over the period 2012-2017, with an increase in jobs in the area of 16.9%, compared with 10.3% for Warwick District and 12.8% for Wychavon.

Looking in more detail at employment by sector, the Figure 5 overleaf seeks to present a composite analysis for the wider area for growth in employment over the past five years by sector, the total size of employment within each sector, and the relative strengths of the area compared to the national average in terms of concentration of employment within that sector (known as location quotient, where a score above 1 shows a stronger than average concentration of employment in that sector, and below one less than average). One can see the importance of the Manufacturing sector for the area - representing the largest sector for employment (27,000 jobs), but also seeing the strongest growth (+80%), and one of the highest location quotients (1.6), which shows an above average concentration of employment in this sector. The Accommodation & Food sector has also seen strong growth (+27%), is a large employer in the area (18,000 jobs), and has an above average location quotient. Agriculture has a significantly higher concentration of employment in the area (an LQ of 2.9), but is a relatively small employer and has seen slight negative growth over the 5 year period. Construction, on the other hand, has seen strong growth (+22%) over the period, but is less concentrated in the area than average and is also a relatively smaller employer. Other big employing sectors in the area are: Health (21,000 employees) Professional, Scientific & Technical (20,500); Retail (15,500), Education (13,500) and Business Administration & Support Services (13,000).

Figure 4 provides a breakdown in terms of growth in the various sectors by geographic area. Stratford-on-Avon has seen its strongest growth within its manufacturing sector, seeing a 140% increase, this is mostly due to the placement of Jaguar Land Rover and Aston Martin. Second to this is the health industry which has grown by 40% in terms of employees. The retail and transport and storage industries have seen the largest decrease, both seeing a 16.7% fall in the number of people it employs.

Warwick's mining, quarrying and utilities industry has grown by 350% which is, by 325%, its largest industrial employment growth. This is principally driven by growth in employment within energy utilities sector, within which the district is home to a number of major employers. In contrast to this, Warwick has seen negative growth in the education industry, which employs 28.6% fewer than it did during 2012. In spite of this, the majority of the

districts employees lie inside the health, and professional, scientific & technical industries which both represent 10,000 employees.

Wychavon, similarly to Warwick, has seen its largest industrial employment growth within its mining, quarrying and utilities industry, have grown by 78.6% since 2012. On the contrary, there has been the largest negative growth in the wholesale, and business administration

Across the whole area, the main areas of growth have been within the utilities sector, manufacturing, construction, accommodation and food services, professional and scientific, and arts & creative industries. The main areas of contraction have been education, financial services, transport & storage and retail.

Figure 4: Employment growth by industrial sector (2012-2017)

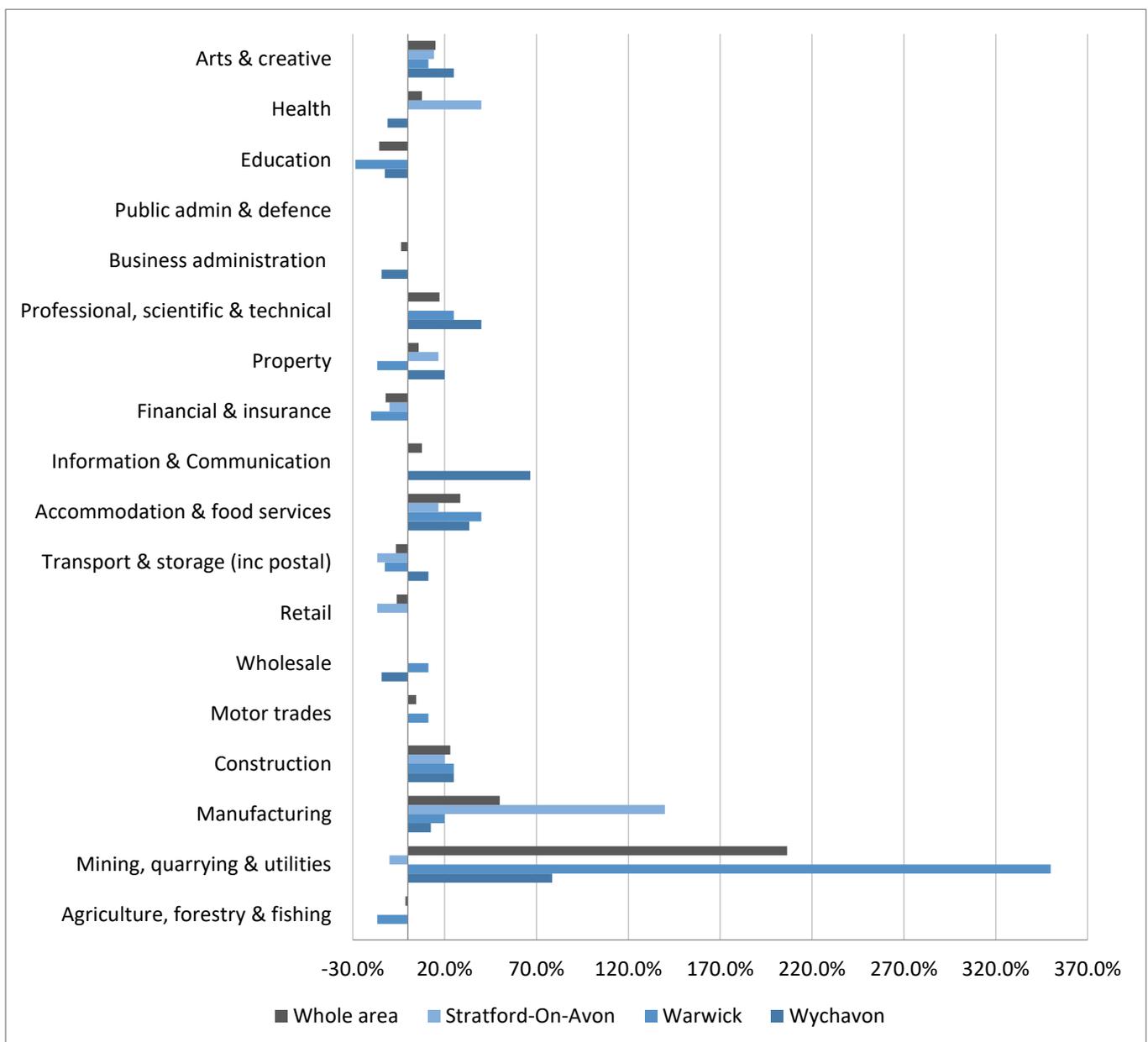
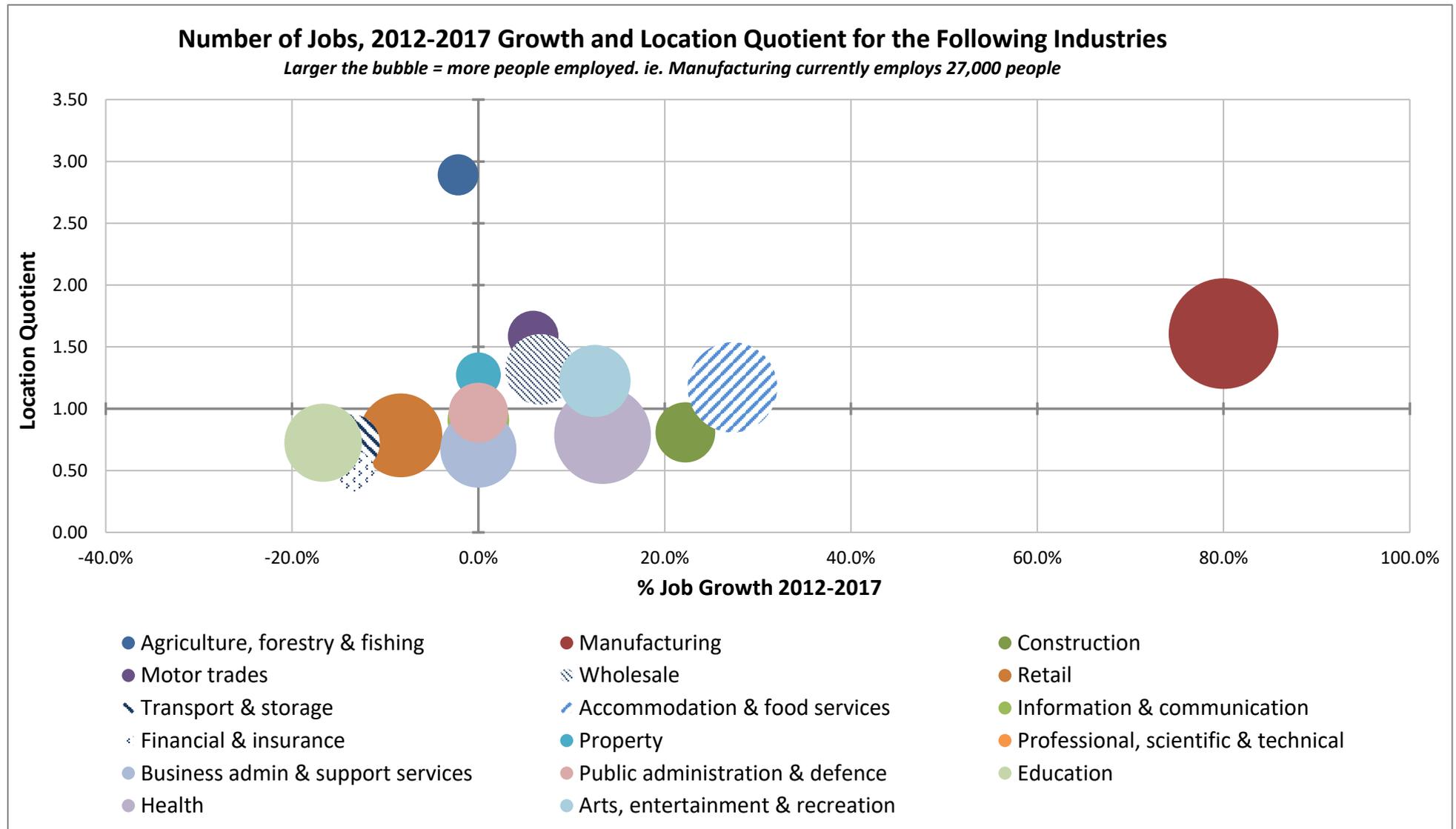


Figure 5: Composite analysis of number of current jobs, % growth in employment (2012-2017) and Location Quotient by Sector



Summary of economic context:

The area surrounding the LMA area is a buoyant and economically successful area, with higher rates of productivity than the national average. In recent years, it has experienced above average growth in output (GVA) and employment. The business base has grown steadily, albeit at lower than average rates, suggesting that growth is being generated through the existing indigenous business base. Having said this, the area generates, on average, some 2,500 new businesses each year, leading to significant business churn as businesses fail and new entrants take their place.

The area has clear strengths within manufacturing; utilities sector; and agriculture; and above average representation in accommodation and food services, property, arts & entertainment, and professional & scientific. Alongside this, the area has seen recent good employment growth within utilities sector, manufacturing, construction, accommodation and food services, professional and scientific, and arts & creative industries. Looking at existing strengths and recent growth, the utilities, manufacturing, accommodation & food; arts & creative industries; and professional and scientific would seem to be areas of interest for the employment land at LMA.

Review of current employment land/property

To gain an understanding of current employment land and property utilisation within the area surrounding the LMA site, we have undertaken a review both of the existing relevant employment sites within the local area and an analysis of property deals that have been undertaken over the past few years.

In terms of existing employment land, we have looked at the sites within the surrounding area, but excluded those that are in larger towns (such as Stratford, Banbury and Redditch) to ensure we have are undertaking a more appropriate comparative analysis. The tables below provide a summary of each site, distance from LMA, current uses and levels of occupancy (where the data is accessible). This data has been sourced through Nimbus Maps, and compiled and analysed by Invest in Warwickshire.

Summary of current employment sites:

Stratford Agri Park	Campden Rd, Lower Quinton, Stratford-upon-Avon CV37 8LP		
Description	Small business park with 6 units in addition to the agricultural sheds used by Stratford Livestock Centre/ Bletsoes.		
Distance from LMAGV Site	0.5 miles		
Size of Site	3ha*		*est
Number of Buildings	6 Commercial and 2 Agricultural		
Total Commercial Space	1326.09sqm		
Largest Unit	245sqm	Smallest Unit	214sqm
Business Sectors			
Availability (Dec 2018)	Fully let		

Goldicote Business Park	Banbury Road, Stratford-upon-Avon. CV37 7NB		
Description	Goldicote Business Park is home to a selection of office, commercial, light industrial, warehouse, storage and retail units.		
Distance from LMAGV Site	7.6 miles		
Size of Site	4.4ha		*est
Number of Buildings	13 units		
Total Commercial Space	17788.61sqm		
Largest Unit	60,000sqft	Smallest Unit	2100sqft
Business Sectors			
Availability (Dec 2018)	Fully let		

Stratford Garden Centre	Campden Rd, Stratford-upon-Avon CV37 8LW		
Description	Anchor garden centre with courtyard of small retail units.		
Distance from LMAGV Site	2.3 miles		
Size of Site	3.3ha		*est
Number of Buildings	17 units		
Total Commercial Space	8131.44sqm		
Largest Unit	70,000sqft	Smallest Unit	160sqft
Business Sectors	Retail		
Availability (Dec 2018)	tbc		



Clifford Business Centre	Clifford Road, Stratford Upon Avon, Warwickshire CV37 8HW		
Description	Mix of office and light industrial space.		
Distance from LMAGV Site	3.5 miles		
Size of Site	3.3ha	*est	
Number of Buildings	13 units		
Total Commercial Space	2961.15sqm		
Largest Unit	8000sqft	Smallest	800sqft
Business Sectors			
Availability (Dec 2018)	Fully let		

Meon Vale	Meon Vale Business Park, Long Marston, Stratford Upon Avon CV37 8QR		
Description	900,000 sq ft distribution and office accommodation supplemented by significant acreage of concrete surface hardstanding. On site accommodation varies from standalone warehouses / offices of 2,000 sq ft to 75,000 sq ft. Warehouse units could be combined to provide up to 225,000 sq ft.		
Distance from LMAGV Site	1.7 miles		
Size of Site	30ha	*est	
Number of Buildings	24		
Total Commercial Space	152122sqm (77280 land and 74841sqm of buildings)		
Largest Unit	85000sqft	Smallest	3500sqft
Business Sectors	Logistics and storage		
Availability (Dec 2018)	Fully let		

Quinton Rail Technology Centre	Station Rd, Long Marston CV37 8PL		
Description	Rail test, engineering and manufacturing site.		
Distance from LMAGV Site	1.7 miles		
Size of Site	50ha	*est	
Number of Buildings	3		
Total Commercial Space	35,000sqft (built and temporary accommodation)		
Largest Unit	20000sqft	Smallest	1500sqft
Business Sectors	Engineering, design and manufacturing.		
Availability (Dec 2018)	Fully let		

Bird Business Park	Station Road, Long Marston, Stratford-upon-avon, Warwickshire, CV37 8RP		
Description	Small industrial estate of light industrial units.		
Distance from LMAGV Site	1.7miles		
Size of Site	1.7ha	*est	
Number of Buildings	10		
Total Commercial Space	3690.2sqm		
Largest Unit	9000sqft	Smallest	3000sqft
Business Sectors			
Availability (Dec 2018)	Tbc		

The above analysis highlights a reasonable healthy supply of employment land within the area, which has no doubt contributed to the growth of the economy in recent years as detailed above. However, the striking point to note is that (where the data exists), all the sites reviewed are fully let. It is therefore clear that there is very limited employment land capacity within the local area, suggesting the need for the additional land that could be made available at the LMA site. Furthermore, many of these sites are for specific purposes with very little provision available for general employment uses

We have also undertaken a review of recent property transactions that have been undertaken within this local area to understand levels demand and the prices that have been secured for leasehold deals. For the purposes of this work, we have just included office and industrial units and excluded retail. Over the past three years, 34 deals have been recorded by property agents across the geographic area shown below. The details of these transactions are included in **Appendix B**.

Property Transaction Lease Analysis, LMA area (past three years)



To provide a comparative analysis, we have looked at leasehold property transactions across the wider Coventry & Warwickshire area. Over the past two years, a total of 407 deals have been completed, shown on the map below.

The data has been sourced from CoStar, and analysed by the Invest In Warwickshire Team. It should be noted that these do not cover all deals taking place locally, as many of these take place without agent involvement and are therefore not recorded by CoStar.

Property Transaction Lease Analysis, Coventry & Warwickshire area (past two years*)



**a shorter period of two years was chosen given the volume of transactions*

The table below provides an analysis of the deals undertaken and the average price per square foot secured for both office space and industrial units.

	Total Sq. Ft.	No. of deals	Average size	Price/Sq.Ft. secured
LMA area Office Deals	23,372	13	1798	£11.66
C&W area Office Deals	1,325,738	407	3257	£13.17
LMA area Industrial	260,464	34	7660	£5.32
C&W area Industrial	6,409,164	407	20608	£6.17

One can see from the above transaction that the average sizes for units are significantly smaller for the LMA area than in the wider C&W geography (roughly half the average size for office units, and one third for industrial units). This is perhaps unsurprising given the range and scale of some developments across the Coventry & Warwickshire area. The other key point to note is that prices are below average for both office and industrial, suggesting that new developments at the LMA site would be unlikely to secure premium rents. This will need to be factored into consideration in terms of the type and scale of development that might be brought forward at LMA. However, the lower rents achieved here may also be reflective of the older age and quality of the stock available in the LMA local area

There has been significantly fewer freehold transactions undertaken in the local area over the same period, and indeed only one recorded on the CoStar system for office space which makes analysis for this employment use difficult. The data below presents a comparison of freehold deals for industrial space. Again, one can see that size and price secured are significantly lower in the local area than for the average across the Coventry & Warwickshire area.

	Total Sq. Ft.	No. of deals	Average size	Price/Sq.Ft. secured
LMA area Industrial	81,032	8	10,129	£73.89
C&W area Industrial	10,905,663	183	59,594	£98.16

Stakeholder Consultation – key findings

As part of this research, we sought to undertake interviews with a range of key stakeholders with interest or knowledge on property, business growth and inward investment activity in the area. The following consultees were successfully interviewed during the period that research was being undertaken.

Name	Organisation	Role
Jonathan Thompson		Agent for LMA landowners
David Penn	Bromwich Hardy/ Chamber of Commerce	Major local commercial agents
Adam Breeze	Breeze	Inward Investment Specialist
Bill Blincoe	C&W Growth Hub	Planning Specialist
Tim Cox	Tim Cox Associates	Local Commercial Agents
Mike Emmett	CALA Homes	Director at homes builder
Alex Burrows	University of Birmingham	Business Director, BCRRE at University of Birmingham
Rob Bennett	BBP Regeneration	Consultant
Paul Fairburn	Coventry University	Director of Enterprise and Innovation
Debbie Girdlestone	University of Warwick	Business Engagement Manager

A fuller capture of the discussions with these stakeholders can be found in **Appendix C**, but the table below provides a high level summary of the key findings.

Interviewee	Likely sectors that site would be suitable for	Size and type of units
David Penn (Bromwich Hardy/ Chamber of Commerce)	SMEs, investors	Small units, 10,000sqft or less
Jonathan Thompson (Agent for Land Owners)	Anchor tenant from Auto industry, JLR expansion? Perhaps even film industry?	Medium or large – 10,000-200,000sqft
Tim Cox (Tim Cox Associates)	Any	Small scheme to rent or buy: 2,3 and 5000sqft
Bill Blincoe (C&W Growth Hub)	Maybe rail, but JLR or NFU; local SMEs	Lack of supply of smaller units, also medium or 100,000sqft or less
Adam Breeze (Inward Investment specialist)	SME light engineering companies;	Small to medium units for local engineering firms, owner occupiers. Serviced office scheme with flexible licences could work, benefiting from local professional residents flexible working and setting up in business.
Mike Emmett	B1 offices or R&D, but	Not specified, but Garden

(CALA Homes)	ultimately decision of planning authority	Village next door a unique selling point.
Paul Fairburn (Coventry University)	Rail or HS2? Need to attract anchor tenant	Sector focused tech park, space for anchor tenant and suppliers
Rob Bennett (BBP Regeneration)	High tech industries	Flexible space to meet needs of new ways of working and younger worker cohort
Alex Burrows (University of Birmingham, Birmingham Centre for Rail Research and Education)	Rail Technology; to support activity at QRTC and University of Birmingham expansion there	Office and light industrial space to support rail R&D sector
Debbie Girdlestone (University of Warwick, Wellesbourne Campus)	Grow on space for SMEs and technology companies	Light industrial space; flexible or innovative ownership/leasing models; learn lessons from Stoneleigh and Stratford Business Park.

It is clear that the majority view seemed to be that smaller units focused at SME businesses would work best at this location, although there may be questions about financial viability. A similar scheme at Tachbrook Park in Warwick has been sold off plan by end users and investors, with the development achieving £200 per square foot. However, at this location those values will be harder to achieve. As we have seen earlier in the study, such space at Stratford Agri Park, Clifford Mill Business Centre, Bird Business Park and Goldicote Business Park are all fully let.

A couple of the consultees talked about the need for an anchor tenant, but the majority talked about the suitability of the site to support the growth of SMEs for light industrial and possibly some kind of serviced/ flexible office facility. The development of smaller units, which could serve existing local, growing businesses; and opportunities to support new entrants linked to enterprise support activity and/or residents within the new housing on the wider LMA site; were seen as the primary role for this site.

In terms of specific sectors, most mentioned light engineering and technology, and local SMEs as tenants or owner occupiers. A number spoke about the opportunity around the rail sector, including HS2 whose development supply chain has already taken space around south Warwickshire, but also the activity taking place at QRTC, the Quinton Rail Technology Centre - a centre for rail R&D, testing and manufacture. The University of Birmingham has revealed here their plan to establish a 50 person R&D facility on site, to add to the existing occupiers of Vivarail, Porterbrook and Chrysalis. The site was also being lined up by Hitachi Bombardier for a new R&D facility, but this fell through when they failed to win the London Deep Tube Contract. The employment land at Long Marston Airfield could be well placed to attract businesses in rail that cannot be accommodated at QRTC, where there is limited space for expansion. Other rail OEMs may be interested in this test site – it is one of the few such sites linked to the mainline with facilities for testing.

The QRTC site has limited space for further commercial property, so the LMA employment site could provide additional space to support growth there. Clifford Mill, a short drive up the road, is home to Transport Design International, a leading rail consultancy that works on



mass transit schemes around the world. It is also a partner in the Coventry VLR project with University of Warwick WMG, and is a good example of the type of business that could locate close to QRTC at LMA.

Stratord-upon-Avon, and the wider area including Warwick and Leamington Spa, also has a strong creative arts, media and theatre presence. This includes the world famous Royal Shakespeare Company, numerous video game developers in and the area known as “Silicon Spa”, creative content producers, and TV and media (including Ragdoll Productions, a TV company specialising in children’s TV, and maker of Teletubbies and In the Night Garden, and the site where Teletubbies was originally filmed is very close to the LMA site). There is potential maybe to capitalise on these links, and explore the opportunity for more creative space within the LMA site for those businesses who may prefer a more rural location.

Conclusions

The key findings from the research undertaken for this report are summarised below:

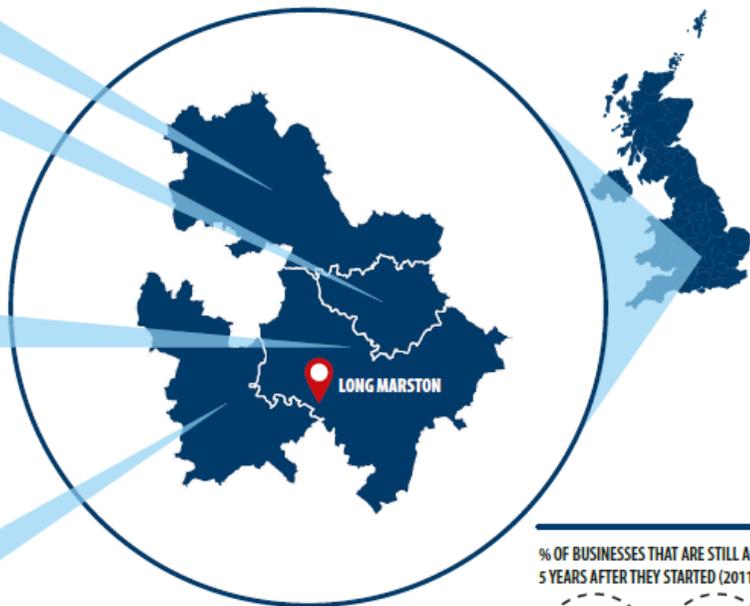
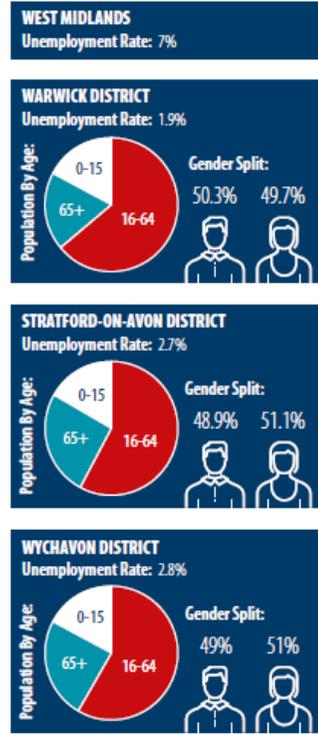
- The area surrounding the LMA site is a prosperous and economically buoyant area. It has seen above average rates of economic growth, both in terms of output (GVA) and employment. The area continues to see growth in the number of businesses, albeit at a lower than average rate, but does see a strong and relatively consistent level of new starts each year.
- The area has clear strengths within manufacturing; utilities sector; and agriculture; and above average representation in accommodation and food services, property, arts & entertainment, and professional & scientific. Alongside this, the area has seen recent good employment growth within utilities sector, manufacturing, construction, accommodation and food services, professional and scientific, and arts & creative industries.
- Looking at existing strengths and recent growth, the utilities, manufacturing, accommodation & food; arts & creative industries; and professional and scientific would seem to be areas of interest for the employment land at LMA.
- While there is a range of employment sites in the surrounding local area, these are all fully let, suggesting a lack of spare capacity within the local area and the need for additional employment land. The majority of these units are within the smaller size bracket, although there is some provision of larger units.
- An analysis of recent property transactions would suggest that the demand is indeed at the smaller size scale, with average size units being roughly half of those seen across the wider C&W area for office space; and one-third that of industrial space (although this must be approached with caution given the range of units available in the wider C&W area, including very transport and logistics sites and industrial units).
- Linked to the above, the average price per square foot obtained in recent years in the local area is below the C&W average. This could limit the ability for the LMA site to command premium rates, but could also be a reflection of the age and quality of the stock in the surrounding area which could be quite different to that which may be developed at the LMA site.
- Stakeholder consultation has highlighted three broad areas that would seem to be most appropriate for the LMA site:
 - Smaller units, appropriate for SMEs, early phase businesses and new business start-ups. This would potentially link well with the proposed new housing development, and focus on sustainability (i.e. supporting local resident entrepreneurs and small businesses), but the economic viability of these units is potentially marginal. Support/investment from the public sector may be critical in enabling this sort of development to come forward.
 - Potential for use for manufacturing – most likely with respect to growth within the automotive sector or the opportunity surrounding the rail sector given the proximity of the Quinton Rail Technology Centre. The rail element in particular would appear to be a currently untapped opportunity, and would provide a complementary but different source of growth to the automotive sector which is currently quite dominant in the local area.



- Opportunities around use of space for TV, media and digital content activities. The arts, entertainment and creative sector is both an area of strength and recent growth, and there are links to be exploited in terms of Ragdoll Productions and proximity to the digital technology cluster that exists in and around Leamington Spa (known as “Silicon Spa”). While many technology companies do prefer an urban setting, the more rural setting can be attractive to some given the right environment and therefore worthy of further investigation.

Appendix A: Summary of Economic Data

LONG MARSTON AIRFIELD DATA



Surrounding areas have higher economic activity rate than the regional and national rate.

Surrounding areas have an almost halved unemployment rate compared to regional and national unemployment rate



TOP SKILLS IN DEMAND FOR THE SURROUNDING AREA IN THE LAST 12 MONTHS:

- Communication Skills
- Organisational Skills
- Problem Solving
- Microsoft Office
- Detail Orientated

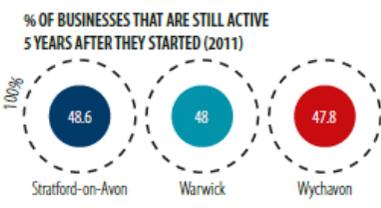


KEY INDUSTRIES THAT HAVE SEEN LARGE EMPLOYMENT GROWTH FROM 2012-2017

- STRATFORD-ON-AVON = MANUFACTURING
- WARWICK = ACCOMMODATION & FOOD SERVICES, CONSTRUCTION/PROFESSIONAL, SCIENTIFIC & TECHNICAL
- WYCHAVON = INFORMATION & COMMUNICATION AND PROFESSIONAL, SCIENTIFIC & TECHNICAL



TREND: Growing % of the population who have NVQ4+ Qualifications and falling % in number of population who have no qualifications. All surrounding areas above regional (west midlands) figures for both.

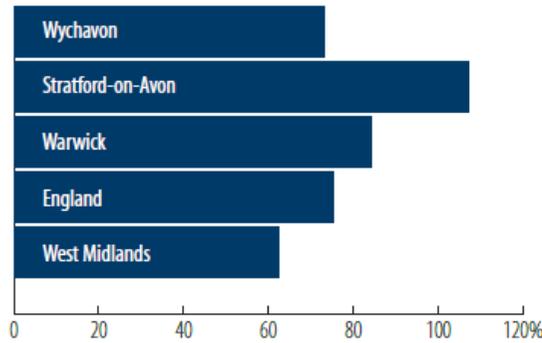


OCCUPATIONS THAT HAVE SEEN THE LARGEST NUMERICAL INCREASE IN NUMBER OF PEOPLE IT EMPLOYS FROM 2012-2017

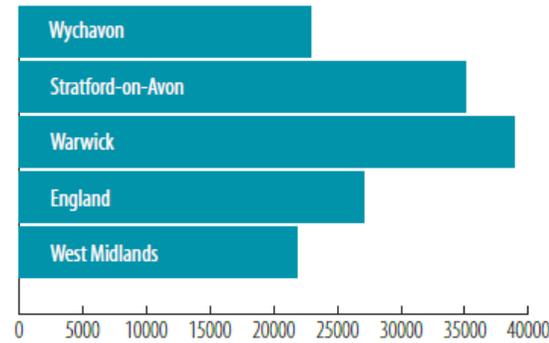
- STRATFORD-ON-AVON**
 - Care workers and home carers — 1,098
 - Assemblers (vehicles and metal goods)— 875
 - Metal working production and maintenance fitters — 368
- WARWICK**
 - Nurses — 819
 - Electricians and electrical fitters — 500
 - Care workers and home carers — 390
- WYCHAVON**
 - Elementary storage occupations — 325
 - Sales and retail assistants — 267
 - Food, drink and tobacco process operatives — 173



GVA PER HEAD GROWTH



GVA PER HEAD VALUE (£) — 2016



INDUSTRIAL GVA

LARGEST CONTRIBUTOR TO TOTAL GVA
 WARWICK & WYCHAVON = DISTRIBUTION; TRANSPORT; ACCOMMODATION & FOOD
 STRATFORD-ON-AVON = MANUFACTURING

LARGEST GVA GROWTH 1998-2018
 WARWICK = AGRICULTURE, MINING, ELECTRICITY, GAS, WATER & WASTE — 790.2%
 WYCHAVON = PROFESSIONAL & ADMINISTRATIVE SERVICES — 256%
 STRATFORD-ON-AVON = RECREATION, OTHER SERVICES AND HOUSEHOLD ACTIVITIES — 204.2%



Appendix B: Local Lease Full Data

Start Date	Address	Total SF Leased	Rent/SF/Yr	Use	Term	Tenant	Leasing Agent Company
02/01/2019	School Ln	441	6.80	Office	6 mos		TLG Commercial
07/01/2019	Pitchers HI	1,518	6.01	Industrial	4 yrs	Camtraptions Ltd	TLG Commercial
07/01/2019	11 Beech Tree Park	1,540	5.84	Industrial			Peter Clarke & Co
29/11/2018	Boat Ln	1,930	5.00	Industrial	3 yrs	T5 Cotswold Parts Ltd	Westbridge Commercial
05/10/2018	Lauriston Park	500	18.50	Office			TLG Commercial
05/10/2018	Lauriston Park	269	20.45	Office		Chilli Promotions Ltd	TLG Commercial, Westbridge Commercial
31/10/2018	50 Stratford Rd	210	20.00	Office	3 mos		Taylor & Fletcher LLP
03/12/2018	Lauriston Park	21,196	4.20	Industrial			Westbridge Commercial
07/12/2018	Pitchers HI	885	9.93	Industrial	5 yrs	Premier Beats Entertainment	TLG Commercial
25/09/2018	Brixfield Farm	4,810	3.85	Industrial		Filta	White Commercial Surveyors Ltd
30/07/2018	Compton Verney	5,179	3.86	Industrial	6 yrs	Breathe Productions	Sheldon Bosley Knight Ltd
01/11/2018	Boundary Way	75,068	3.32	Industrial	3 yrs	XPO Supply Chain Ltd	CBRE, Darby Key Property
02/06/2018	Herbery Courtyard	1,783	7.40	Retail	3 yrs		TLG Commercial
31/05/2018	Lauriston Park	5,395	7.97	Office	5 yrs		TLG Commercial, Westbridge Commercial
07/03/2018	Herbery Courtyard	772	8.55	Retail	3 yrs		
31/05/2018	Lauriston Park	10,421	5.28	Industrial	5 yrs		TLG Commercial, Westbridge Commercial
29/05/2018	Lauriston Park	19,634	6.00	Industrial	10 yrs	Jutexpo	TLG Commercial, Westbridge Commercial
26/02/2018	Station	450	8.00	Office			TLG Commercial
02/03/2018	Waterloo Rd	2,232		Industrial			Harris Lamb Ltd
02/03/2018	Waterloo Rd	2,190		Industrial			Harris Lamb Ltd
31/03/2018	Offenham Rd	7,648	4.70	Industrial	3 yrs		Fisher German LLP

06/12/2017	44 High St	255	19.61	Retail	3 yrs		TLG Commercial, Peter Dickenson Ltd
10/08/2017	Waterloo Rd	4,695		Industrial			Harris Lamb Ltd
10/06/2017	Banbury Rd	10,000	18.00	Office	10 yrs		Wareing & Co
31/05/2017	George's Elm Ln	852	10.00	Office	3 yrs	Launch Event Management Ltd	Peter Clarke & Co
01/07/2017	Honeybourne Rd	4,330		Light Industrial	10 yrs	Cotswold Panel Products Ltd	
21/05/2017	Honeybourne Rd	6,501	6.00	Industrial			TLG Commercial
21/04/2017	Honeybourne Rd	4,330	6.00	Industrial			TLG Commercial
21/04/2017	Honeybourne Rd	2,165	5.54	Industrial			TLG Commercial
21/04/2017	Honeybourne Rd	1,083	5.54	Industrial			TLG Commercial
07/03/2017	Cadbury Courtyard	907	7.94	Retail	3 yrs		
01/02/2017	Station Rd	450	8.00	Office			TLG Commercial
30/01/2017	Herbery Courtyard	772	9.79	Retail	3 yrs	Exhibit International Ltd	TLG Commercial
13/01/2017	Pitchers HI	1,038	5.61	Industrial	3 yrs	Cotswold Craft Works Ltd	TLG Commercial
04/01/2017	Waterloo Park	1,200	7.30	Industrial		Mark Robbins	Harris Lamb Ltd
03/01/2017	George's Elm Ln	678	10.00	Office	3 yrs	Carroll Holman Insurance Brokers	Peter Clarke & Co
25/01/2017	3 Station Rd	1,951	8.00	Office	5 yrs	G Bruce & Co Ltd	CP Bigwood Management LLP
11/02/2017	Brookhampton Ln	5,719	6.61	Industrial	5 yrs		Bromwich Hardy, Peter Clarke & Co
01/12/2016	Waterloo Rd	7,730	3.50	Industrial		Steel Seal Ltd	Michael Johnson & Co
09/12/2016	7 Stratford Rd	1,230	12.20	Retail			Tim Cox Associates
01/11/2016	Herbery Lodge	823	4.01	Retail	5 yrs		TLG Commercial
01/11/2016	Station Rd	990	10.10	Office			
03/10/2016	Waterloo Rd	2,627	5.00	Industrial		Wild Badger Ltd	Michael Johnson & Co
03/10/2016	Waterloo Rd	2,627	5.00	Industrial			Michael Johnson & Co
01/09/2016	Pitchers HI	1,186	5.72	Office	5 yrs		TLG Commercial

18/09/2016	Pitchers HI	1,480	6.08	Industrial	5 yrs	Syncke Ltd	TLG Commercial
18/07/2016	3A Wellington Rd, Bidford-on-Avon	1,441	5.55	Industrial	2 yrs	UVC Displays	CPBigwood Ltd, CP Bigwood Management LLP
01/08/2016	Brookhampton Ln	3,905	5.88	Industrial	10 yrs	Christy Hydraulics Ltd	Drake Howard Property Limited

Appendix C: Stakeholder Consultation

Interviewee	What do you see as the growing sectors in the area that more employment land is needed for?	What kind of businesses do you think might locate here?	What recent investments are you aware of in the local area?
<p>David Penn, Commercial Agent and Chair of CW Chamber of Commerce</p>	<p>Difficult to be specific – demand is widespread from most sectors.</p> <p>Big size units for local manufacturers – 200,000sqft+ – little to choose from.</p> <p>Mid-size – manufacturers – slim margins in this business; 50,000sqft Nothing for more affordable requirements, something down at heel, and they can't afford new build;</p> <p>SME – less than 10,000sqft – nothing at all out there; developers concentrate on big boxes; Smaller sizes not being produced, just big boxes.</p> <p>Higher build cost per unit; difficult to find land for small schemes; and then when they are built, they are often let to non-SMEs, such as trade counters; e.g. Pilot Business Park. So extremely thin pickings for traditional SMEs;</p> <p>No spec build of offices; can let</p>	<p>Retail and leisure, doctors, pub, Harvester;</p> <p>What is the SME offer roundd here? Alcester - 17 acre site – Graftongate – developing smaller units? Tilemans Lane and Shipston Small units being developed at Tachbrook Park, Warwck Moreton?</p> <p>Space for professionals, linked to the houses?</p> <p>Not best strong location, but given paucity of land releases; unless major macro-economic problems, would be positively received – may well require support, S106 or CiL, or public funding, affordable allocations.</p> <p>Some public intervention needed?</p>	<ul style="list-style-type: none"> • Stratford Agri Park – a bit sporadic; • Alcester, Bidford, strong in terms of demand; greater supply there than this location • Spa Park – Leamington – BH are agents for this; • Meon Vale – older units – were marketing four bldgs. 75-88k vacant, but now all under offer; 3 months. Cheap units for Brexit stockpiling? And HS2, storage of cheap low value commodities. • Tachbrook. –scheme of small units, £200 psf, double what expect 4-5yrs ago. Investors bought off plan; economics of these smaller schemes starting to stack up – Bought by investors and end users; • Coventry area – price would be more like £150. Like Pilot Business Park.

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	<p>them, but rental and build costs. £20-£24 small cost – too hung up. Can fill them; BH will let them; maybe not 15 yr lease, but can't fill them; £4 is actually a small amount;</p>		
Jonathan Thompson; Agent for landowners at LMAGV	<p>JLR have Gaydon but will require further sites to support their business. Mainstream and battery tech. Potential expansion University of Warwick.</p>	<p>Genuine mixed use opportunity. Space2 movies have used the airfield for the filming of movies. Opportunities in the movie supply chain? Compton Verney – Cameron Diaz – 12 week period. Impacts of film production? Office space. Anchor tenant like JLR – site could be tailored – over the next 6 to 12 months. Meon Vale next door storage is well utilised. QRTC? Parking for Rail Live</p>	<p>Also represents Atherstone Arifield adj to SUA4 – have seen Investment at Atherstone airfield – rape seed oil company £35m investment Alscott Estate has 2000 jobs across estate. SDC – Henley St – fund visitor centre Birmingham Road funding A46 dualling next few years. Wellesbourne airfield; depending if SDC keep it open, more employment land;</p>
Tim Cox, Agent.	Shortage of land, very little in Stratford district	<p>Would a larger company go there? More likely to be a local operator with smaller sizes; Smaller schemes, buy and occupy up to 2, 3 5k sqft;</p>	Marketing Tilemans Lane for 2 yrs; 2000sqft - £7.50psft, not many proposals, building is just a shell, no heating no fit-out; will need another £20k on top;
Bill Blincoe, CWLEP	Industrial B2 use is buoyant. Some of	Subsidy needed?	Noting similar in the midlands;

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	<p>it auto and aero and supply chains; Maybe attractiveness of area and labour; but cost, lack of supply</p> <p>B8 in specific locations; Demand for smaller hub 50-90,000 distribution; Lack of sites in Cov & Warks</p> <p>Not much movement in office Usual churn for smaller premises,</p> <p>Smaller firms - lack of supply or affordability -1500sqft – 2000sqft</p>	<p>If Garden Village is a success. 8ha is a lot for that location. Example elsewhere, Cambridge Long Stanton – doing well. But reason doing well is that district council relocated; Semi-scientific firms; outside Cambridge effect. Couldn't really happen there at Long Marston.</p> <p>QRTC – how close is the railway line? Cluster of Growth at Long Marston? Rail research – cutting edge</p> <p>Research; universities;</p> <p>NFU Mutual – no – staff too far for walking; keen to be close to services</p> <p>JLR – would defy logic as it has Gaydon, On site services the appeal at Wellesbourne</p> <p>Will be difficult to get away – won't go unless there is a community; Wicksomes, south of Bedford – didn't budge until 700-800 homes in place, when people saw it as a place. Need basic level of activities;</p>	<p>Dickens Heath – different context – already offices nearby - Solihull business parks fed of each other. Houlton in Rugby? No employment land away yet; Remote to market even with Meon Vale.</p> <p>Perception – new housing at LM a long way out; Perceptions, but maybe marketing can help?</p>
Adam Breeze, Inward Investment	All sectors doing well.	Small to medium industrial units,	Plenty of this kind of site near towns.

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Specialist	80% of enquiries for offices and services; every two months or so a manufacturing enquiry	locally based engineering companies Not inward investment play; Smaller not bigger players Easy in/out offices with facilities technology popular; work well if next to residential; People starting businesses	
Mike Emmett, CALA Homes	Mixed use –very much in hands of others; housebuilders like CALA make It available to others to put it to the market;	B1 uses more than B2 and B8 – decision made by planning	Unique – first Garden Village in the country – a unique selling point. Stratford Agri Park across the road is isolated some scale, but without much in the way of facilities.
Paul Fairburn, Director of Enterprise and Innovation at Coventry University	Renaissance in auto, and digital transformation – skill-sets are changing. Part of CU Institute of Coding – supporting digital skills in business; employability after study of art, AR VR machine learning, cyber learning; how applied ; 4 areas – auto, CAV, High value manufacturing 4.0 robotics, augmented human;	HORIBA-MIRA – interest there; Crash testing of rail. Specific project?	Key for all such sites – attracting an anchor tenant. Galvanises, can pull rest of supply chain who want to work with them; With tech locations; more junior workers if alongside housing; Sector focus – drives to business; not auto cluster; other examples elsewhere; QRTC something in rail there or HS2; Lesson from Tech parks in 1990s, unless there is a focus disparate business loses attractiveness; Techno Centre could do more to focus;
Rob Bennett, BBP Regeneration -	Sub-regionally in Coventry &	Looked at two similar sites, for	Not sure could point to any – Lot of

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<p>Property regeneration consultant for public and private sectors</p>	<p>Warwickshire, auto and transport engineering; High tech sector around higher education and the universities; Leamington software and gaming; Logistics; way it's developing – national and regional delivery hubs and spokes; JLR and it's supply chain; Agents said logistics separately but links with manufacturing and logistics; almost irrelevant, one and same</p> <p>South differs from north; More smes, and buyoyant mkt towns thriving, different uses storage to assembly and manufacturing, high grade jobs; low unemployment;</p>	<p>Homes England – different economic patch – issue trying to tackle – making site as sustainable as possible – about whole mix, working from home can become quite unproductive, so Co-working space, corporates and individual users.</p> <p>Real issues, some sites – 1 job to one house in some areas; Work practice changing. Need to work at new ways; A lot could be around – sustainability within new community, younger cohort – 20-25 years;</p> <p>What is in broader hinterland; wider area here? Quite a lot around high tech cos – within striking district – dev links with these cos and new communities.</p> <p>Leamington area – it bus games. Software, do need different type of property – non-trad spaces;</p> <p>Schooling –Link with certain corporations – good well educated – might be prepared to take space</p>	<p>land coming forward;</p>

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		<p>where they can access a workforce; For good access new talent may go out of town</p>	
<p>Alex Burrows, Business Director at Birmingham Centre for Rail Research and Education, University of Birmingham; Academic and Rail, BCRRE – business development; professional services;</p>	<p>Certainly manufacturing, r&d, and distribution. Long Marston – Warwickshire – distribution, manufacturing work well because good infrastructure, logistics, and connectivity</p>	<p>Keen to see agglomeration of rail, and wider transport and related industries, manufacturing and R&D technology side; knowledge intensive important, and skills for that</p> <p>Getting the rail link would be great; Honeybourne – hydrogen train; design good bus links, on to other housing; Meon Vale links; not many buses; better public transport connections – want to get more students to QRTC site.</p> <p>Timeframe – University of Birmingham taking over QRTC based Rail Alliance – existing and new university staff on site; 3-4 – double within 12 months; Ultimately, 10s of people for r&d testing trialling; Up over 50 within 5 years based there; Companies onsite now are Porterbrook, Chrysalis. Any improvements to connectivity; Others coming in?</p>	<p>Only know QRTC site. Chrysalis and Vivaral increased presence; Porterbrook, alongside University of Birmingham. Growth ambition for new facilities; University is looking to grow rapidly; take advantage of facilities; improved access help boost activity down there. Looking to grow University of Birmingham presence at Long Marston, to up to 50 academic staff.</p>

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		<p>Keen to work out raising investment to build a facility; not just for university, with rail alliance – hub or cluster for rail smes, to build on digi rail incubator and</p> <p>Eco system – through testing trialling out of long marston; some funding from accelerator; matching facility flag;</p> <p>Doesn't have to be at QRTC, could be alongside; lot of benefit</p> <p>Encourage facilities</p> <p>Contractor close to Garden Village</p> <p>Office space and facilities;</p>	
<p>Debbie Girdlestone, Wellesbourne Innovation Campus, University of Warwick</p>	<p>Difficult to say; don't know all sectors;</p> <p>Knowledge based – creative sector</p> <p>Mixed manufacturing; medical devices;</p> <p>Agritech? Core competence at University of Warwick Wellesbourne campus; we see interest, but doesn't necessarily reflect growth nationally.</p> <p>Wrong premises available in market?</p> <p>At Wellesbourne, one building could let many times; but have only one.</p> <p>It is not huge; 10 person sme or 25-30; nice aspect; light; flat high roof, mezzanine, roller doors;</p>	<p>Perfect for growing established smes where housing and leisure; limited parking;</p> <p>Leamington vision – how staff from Codemasters migrate to Leamington;</p> <p>Small medical devices, IT businesses, those already dotted around; could be attracted to move to the better environment the GV brings;</p> <p>Some companies with high end product don't need a science park; or univ link;</p> <p>Could be affordable?</p> <p>Garden Village – old Recketts site in Hull could be a forerunner;</p>	<p>Energy company – Allscot airfield, RA; Rape seed;</p> <p>Growth frustrated NFU mutual and Sitel;</p> <p>Solutions for others to make space for these;</p> <p>Wixes logistics, 4 or 5 ha new; wixings; haulage</p> <p>Can't think of anywhere locally similar;</p> <p>Allscott, and airfield, tech park; stratford Business Park – but space there to grow?</p> <p>But out in sticks; Stoneleigh same problem;</p>

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		<p>desirable spaces; Also Bourneville in Birmingham. Space created for growing SMEs, who need more space – talk to them to find out what they need – design and build? How developed by initial tenants; Freehold? Or long lease - 25 year+ ?</p>	<p>Coventry less quality housing but lots of retail, sports centre; Bham doesn't tick box, or MIRA; Quality and desirable</p>