

Employment Land Studies



The Brief

In 2013 Birmingham City Council (BCC) commissioned WECD to undertake a **comprehensive employment land review and office targets study that would provide robust evidence in relation to future requirements for industrial land and office space up to the year 2031.**

The study aimed to support the Council in delivering the Birmingham Big City Plan and ensuring that adequate reservoir of readily available land is maintained, to allow the city to accommodate development proposals from inward investors, start-ups and existing companies wishing to expand or move to the city.

Our Approach

- We reviewed the policy, economic, demographic and property market contexts of Birmingham to provide a complete picture of the current factors that will shape future employment development within the City – based on desk based reviews but also extensive consultations with businesses, landowners, developers and investors.
- Produced estimates of future demand for office space and employment land using a combination of qualitative and quantitative methods drawing upon both future employment projections and past completions and take ups but also taking on board known future developments.
- Reviewed approximately 750 ha of employment land. Employment land was assessed in terms of quantity, availability for employment related development and suitability for sector/type of sub-market, as well as quality against 24 criteria.



- To draw conclusions the projected future requirements for employment land were compared to the total developable employment land available in order to provide an assessment of whether any further employment land needs to be allocated.
- For office space, the availability of land and market prospects within the City and other centres was taken into account.
- Account was also taken of the assessment of the quality of employment land available in order to gain a realistic picture of the gap, if any, between demand and supply of employment land. This then provided the basis for moving towards a portfolio of employment land in Birmingham in the years up to 2031.

Other studies include:

- **Black Country High Quality Employment Land Review (August 2015)**
- **South Staffordshire Employment Land Study (2013/14)**



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